

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

VOL. LXXVII. NEW YORK, NOVEMBER 30, 1911.

No. 9



While we are giving thanks let us
consider the advertiser.

Let us—the agents who serve him,
the publishers who sell him, the public
who patronize him, the people who
work for him, consider the advertiser.

Let us appreciate his enterprise, his
integrity, his courage. May peace and
plenty be his portion! May his tribe
increase!

Philadelphia

New York

Boston

Chicago

Cleveland

One Publication: 12 Editions

Standard farm papers form practically a single national agricultural publication, with twelve editions.

This is what gives them power. They are twelve non-competitive mediums whose circulations interlock.

Each is published for a given section or class. Each carries a direct personal message to its particular subscribers. For each deals with agricultural subjects, not generally but specifically.

Singly they cover a given field intensively: combined, standard farm papers offer the ideal national agricultural medium.

This combined interlocking circulation is bigger than any other national agricultural medium. In many states they offer a circulation greater than any other two publications.

And remember, this cir-

culation carries the power of localized and specialized, editing. Each subscriber takes the paper because it deals with *his* problems.

Yet, through standard farm papers, you can buy this nationalized local influence at less than you pay for ordinary general circulation.

Ask for rates and our new circulation-by-states map.



THE MARK OF QUALITY

Standard Farm Papers

are	Town and Country Journal, San Francisco, Cal.
Farm	The Farmer, St. Paul
Papers	Oklahoma Farm Journal
of	The Ohio Farmer
Known	The Michigan Farmer
Value	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer
	Kansas Farmer
	Wisconsin Agriculturist
	Indiana Farmer
	Home and Farm, Louisville

Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

George W. Herbert, Inc.
Western Representatives
First National Bank Bldg.
Chicago

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1908.

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THE SMILE THAT SELLS GOODS

ACTUAL CASH VALUE IN HAVING
YOUR ILLUSTRATIONS "LOOK
PLEASANT"—EVERYBODY INSTINCTIVELY DODGES THE MAN WITH A
GROUCH—A LESSON THAT SOME
ADVERTISERS ARE STILL IN THE
PROCESS OF LEARNING

By W. L. Larned.

A part of every diplomat's education is to "Leave 'em smiling when you say good-by."

As applied to advertising the smile is a very valuable asset. It has required some years of sturdy experience to force the fact home to the advertiser that an ounce of good humor is worth a pound of grouch.

Not so many years ago the gentleman with a patent medicine, or a modest pink pill, or a sure-fire cure for chilblains felt it necessary to frighten the life out of us in order to make sales. Surely you can recall your first sensation of dire disaster and impending destruction as you gazed upon the illustration of Dr. Doolittle's Favorite Home Compound. Anatomically, it was a gem. The artist succeeded admirably in reproducing the charms of a bisected human brain, cut, basted and the fat trimmed off, ready for frying.

THOSE SAD OLD MEDICINE ADS

The tendency during those dear old days was to make out your will and kiss the wife farewell every time you looked at a patent medicine advertisement. The world took on a dark saffron shade. If an ad desired to convince you that you were flapping your lungs to pieces against your ribs, it called a spade a spade, pictorially, and there were the

lungs, atom for atom. You shuddered at the thought of having such things inside of you. Upon concluding the text you decided you were too far gone to waste money on a cure.

In Maine, during this period, it was not uncustomary for stern parents to punish their children for wrong-doing by making them look over an assorted collection of advertisements. Usually a cross section of a brain, a pair or two of lungs and a dash of eczema, made a child an angel on the spot.

Nor was this peculiar form of illustration confined to patent medicine advertising. Page after page in the newspapers and magazines were illumined by no spark of innocent levity. Puritanical judgment considered laughter frivolous. To properly impress a man with the merits of a churn washer was to dwell upon the sternly prosaic. An agency lost an account because it introduced a smiling milkmaid in its copy. 'She's laughin' at our product,' thundered the manufacturer, "cut out them circus girls." He ran a portrait of his deceased grandmother in the next copy, with a milk testimonial, and the general effect was that of attending a funeral.

One of the best known of the higher class patent medicines went through the throes described above, and this year is showing a fine line of smiles as a change. The advertising manager confides that the result has been amazing. The number of replies has been all but doubled in eight months. Pictorially, nothing is used save large, smiling faces, drawn in many cases, or from photographs.

SMILE WHEN YOU SAY IT

There is a psychological reason for this: Ninety-nine per cent. of

our population prefers laughter to tears. Anything that makes a man smile, anything by word or deed or picture that makes him "forget his troubles," places him in a receptive mood.

You can call a man quite a number of picturesque epithets, if you smile when you're doing it. There is a case on record, out Oklahoma way, of a cattle thief who laughed himself out of a lynching.

I was talking with a fine, old, white-haired gentleman in the lobby of the Ponchartraine at Detroit last week, who is a living, palpitant example of the cash value of an advertising smile. For thirty-two years Colonel Manley sold proprietary medicines from the tail end of a cart. It was one of those concoctions,

excellent both as a harness oil and a cough mixture. The stuff did so many different things they all wouldn't go on the label. The cost to manufacture was two and a half cents, the retail price per bottle, one dollar; a fair profit. The Colonel had returned with a bank account that kept a corps of officials up nights figuring interest.

"How could you sell the stuff?" I asked him. "How? The field wasn't an easy one. Some of those yaps out there are so hard-headed when it comes to parting with a nickel that their hats click when they put them on?"

"My boy," said the Colonel, "every time I ended a talk, I told a funny story and *smiled*—it was the smile that sold the goods."

A placard, backed up by an office rule, is tacked upon the wall of a large Western agency. It reads:

NOTICE TO ART DEPARTMENT!

Have smiling faces in every piece of copy possible.

TOMBSTONES AND UNDERTAKING DESIGNS EXCEPTED.

Some pieces of publicity matter, year in and year out, are equivalent to having a "grouch" around the house. They never unbend, they never yield to affability, they stare out at you, with their painfully prosaic details and challenge you to be happy. Campaign after campaign is planned, mechanically perfect, pictorially neat and above reproach, but never for an instant is a little sunshine permitted to peep



THEY BEAM THE GOODS INTO PUBLIC FAVOR

THE GARDEN ANNUAL

— OF —

THE FAMILY MAGAZINE SECTION

— OF —

"AMERICA'S GREATEST DAILY PAPERS"

The North American of Philadelphia

The Chicago Tribune

The San Francisco Call

The Boston Globe

The Pittsburg Dispatch

The Cincinnati Enquirer

The St. Louis Globe-Democrat

The Washington Post

A Year's Service in a Single Issue

APPEARS JANUARY 28, 1912

FORMS CLOSE DECEMBER 20, 1911

A number remarkable for its varied and broad table of contents and beautiful reproductions of photographed plant life devoted exclusively to horticulture, gardening, flowers, poultry, etc.

AN ISSUE OF UNUSUAL LIFETIME

EXTRAORDINARY VALUE TO ADVERTISERS

NO EXTRA RATE

SUPERB SERVICE

THE ABBOTT & BRIGGS CO.

GENERAL MANAGERS

NEW YORK

CHICAGO

through the clouds. They fill you with a forgetful reverence. As you run your eyes along studied type and ministerial, well-behaved illustrations, you walk on tip-toes and wonder how the patient is getting along. Oh! the leaven of laughter! The wholesome spice and ginger of an animated face, glittering gem-like from a chaos of stones and

automobiles and medicines and hair tonic. This business of "making people buy" is serious, truly, but can't an "ad" smile through its tears?

Everybody likes a smiling face. People generally buy things, make concessions, and loosen up on their purse strings while under the soothing influence of contented self-satisfaction.



THE SMILES THAT OPEN THE POCKETBOOK

THE FARMER'S WIFE

Reaches the Woman in the Case

It reinforces advertising in men's farm papers.

Do you realize just how important a place the woman occupies in the management of the average farm?

Your wife seldom sees your office, knows few of the men with whom you do business, and very probably has little to do with your business life.

The farm woman and the farm children *live* in "Father's office." The men with whom Father does business are in most instances close neighbors. Naturally, then, the wife knows the details of any sale or deal with these neighbors. She knows all about every cow, every horse, every piece of machinery on the farm, and knows them as intimately as her husband does. She knows how much money her husband has in the bank, what he gets for the live stock when sold, and every detail of his every business transaction.

There exists, in consequence, between the farmer and his wife, a thorough mutuality of business interest that makes the wife in every sense her husband's partner—joint manager of the farm and sole manager of the house.

If you are already advertising to *men* you can double the value of your campaign by adding The Farmer's Wife to your list.

The Farmer's Wife is the only magazine for farm women in the world. Half a million farm women subscribe for it. They value it for its timely discussions of topics of interest to them and they pay cash for it—in advance—without premiums or similar inducements of any sort.

Guaranteed Minimum Circulation 500,000

Advertising rate \$2.00 an agate line. Discounts on quarter, half or full pages in one issue.

Forms for the January, 1912, issue close finally December 18th, 1911.

February issue is the *Annual Seed and Poultry Issue*—write for prospectus to

THE FARMER'S WIFE

St. Paul, Minn.

WEBB PUBLISHING COMPANY, Publishers

Chicago Office
Geo. W. Herbert, Inc., Mgr.
600 First Nat'l Bank Bldg.



New York Office
Wallace C. Richardson, Inc., Mgr.
41 Park Row.

The growing tendency of advertisers in all fields to use the "smile" seems to be a convincing argument in its favor. Last year the proprietor of a new department store in New York advertised for "fifty salesmen who know how to look pleasant." A smile makes a "salesman" of an advertisement.

All of which brings to mind the fact that nothing is more elusive; nothing is more difficult to draw or to photograph successfully, than that deft twist of the facial muscles which spells "laughter."

The developing pan tells many a story of smiles gone wrong, even with the camera plying its art.

One of the executioners in chief of a photo studio catering to the "400" has stated that the smile is a will-o'-the-wisp uncertainty. "Too much teeth and too little soul," is the way he puts it. "Looking pleasant," photographically speaking, is a matter of spontaneity. It's the unposed and unguarded smile that rings true.

As for the artist's drawn creation—he must be every inch the artist to catch it. "Cotton Mouth" appears to be one of the chief impediments, which defined, means a baffling defy on the part of exposed molars to look like teeth at all.

It is not at all unusual for the best craftsman to actually slave over his detail, drawing over and over again the prankish mouth of his model.

THIS ARTIST MAKES SMILES EXCLUSIVELY

That there should be such a thing as a "Smile Specialist" is almost unbelievable, and yet we know of a young artist whose specialty is "doctoring up" such smiles—smiles that go wrong, for one reason or another.

He has been known to take a sketch, perfect in every respect save this one, and "fiddle with it," rubbing out and redrawing, until satisfactory results are obtained. He receives small glory, his reward being perhaps the self-

satisfaction of a difficult task happily achieved.

Unconsciously, we are attracted to and pleased by the amiable set of features. We may be in far too much of a busy-day hurry to study out the intricacies of a 1912 model, but if a smilingly-pretty girl leads the way, we are apt to smile with her, and the advertisement.

Tilyou, of Steeplechase Park fame, helped to make Coney Island famous, by sorting out a big smiling face from the many advertising trade-marks and adapting it for all time.

The late Bill Nye, famous for his pertinent humor, is said to have ransacked Artdom for an artist, who, according to his own words, "didn't know how to draw a face without a smile."

WE ALL WANT THE SUGAR COATING

We are all pretty much like children, when it sifts down to the "human" side of our natures. We would rather be "amused" than "instructed," but if we must swallow the pill, let it be sugar-coated.

Every advertiser may well tear a fly-leaf from the vaudeville entertainer's book of hard experience. The first bit of logic he gets down "pat" is the ground-work plan of a set smile.

When the Irishman was asked where he got his black eye and why he permitted a smaller man than himself to "lick him," his retort was typical:

"Shure, and Oi had the best ov him until he cominced to shmile: Oi didn't have the bloomin' heart to hit that."

A comedian featured in one of George Ade's earliest successes, a man who became famous over night, gave as an explanation of his phenomenal rise to stardom, the singing of a song. It was "The Smiling Isle of Sulu." "It wasn't until I learned to grin," says he, "that the public liked me."

Modern publicity is "learning to smile" pictorially. The world is better for it, and factories are working overtime cashing the dividends. "Keep on Smiling."

Not every farmer is a prospective buyer

Like Gaul, there are three parts into which the farmer class is divided:

1. Farmers who are simply agricultural derelicts, hanging on to the 80 or 160 because their fathers died and left the land on their hands—not able to or willing to make a living.
2. Farmers who are satisfied to do as others before them did—eking out a living and nothing more—lying back on their oars.
- 3—Live farmers who aren't afraid of gasoline, who mix brains with brawn, who make money, who are intelligent, who want and can appreciate the advantages of modern farm practice.

Part 3 is the only class from which advertisers secure definite results. The Part 3 class read the national farm paper that they may learn the newest methods and apply these ideas to their advantage. *The Farm World* reaches 200,000 of the Part 3 class.

The Farm World

30 North Dearborn St., CHICAGO

Eastern Advertising Office: Flatiron Building, New York

RADICAL CHANGES PROPOSED IN POSTAL LAWS

PRESIDENT TAFT'S COMMISSION
READY TO REPORT A BILL INCREASING SECOND-CLASS POSTAGE RATES FROM ONE CENT TO TWO CENTS A POUND—SPECIAL CLASSES OF PUBLICATIONS ADVERSELY AFFECTED

The second-class postage bill drawn up by the Hughes Commission appointed by President Taft will, if enacted, exert a very far-reaching effect upon the advertising as well as the publishing business. The proposed law will double the postal rates on newspapers and periodicals, while certain classes of important publications will either have to change their plan radically or else go out of business altogether.

The bill will undoubtedly be fought bitterly, though perhaps by different interests from those that fought the last bill. The classes of publications that seem to be particularly hard hit by the proposed law are the Sunday magazine supplements, the fiction magazines, trade papers and others carrying more than fifty per cent advertising, those circulating at "nominal rates," those sold in connection with premiums, prize offers, etc.

It will be remembered that Postmaster-General Hitchcock originally demanded four cents per pound for second-class matter. This would have been equivalent to quadrupling the present rate. It is understood that Mr. Hitchcock himself has changed his point of view and now agrees to the two-cent flat rate as at least worthy of a trial.

Some of the questions that will occur first to advertisers are: Will it be the subscriber or the advertiser that will have to bear the burden of the increase from one to two cents per pound postage? What changes in lists of mediums will be necessitated? Following is the text of the bill having particular interest for the readers of PRINTERS' INK. To be entitled to second-class rates a publication

must comply with the following conditions:

SECTION II.

SUBSCRIPTION LIST.

Sixth: It must have a list of subscribers composed of persons who voluntarily subscribe for it, either by themselves or agents, and who pay, or contract to pay, a sum not less than fifty per cent of the advertised subscription price; the donees of *bona fide* gift copies, given for their benefit by others than the publisher and duly accepted, to the extent of twenty-five per cent of the regular subscription list; news agents; newsboys, purchasers of copies over the publisher's counters; other publishers to whom exchange copies are mailed, one copy for another, and advertisers receiving one copy each in proof of the insertion of their advertisements but no subscription to the publication hereafter induced by the gift of a premium, prize or other extraneous inducement, shall be included in this subscription list; *Provided*: That subscriptions obtained under a combination offer of two or more second-class publications, at a price not less than fifty per cent of the subscription price of each publication included in the offer, shall be recognized as part of such list: *Provided further*, that after one year from the date of expiration, no expired subscription shall be regarded as a part of the subscription list herein required unless expressly renewed.

FICTION, LIMITATION ON PUBLICATION OF.

Seventh: Not more than fifty per cent of the general text or reading matter shall consist of fiction.

ADVERTISEMENTS.

Eighth: It must not be published chiefly for advertising purposes, either by reason of the manner in which it is circulated, or by reason of the character of the matter published, and no newspaper or other periodical publication devoting more than fifty per cent of its space to advertisements shall be carried as second-class mail matter. *Provided*, that all advertisements shall be attached permanently to the publication, and shall not be printed on any substance other than paper, nor on paper of greater weight than that used for the text of the publication.

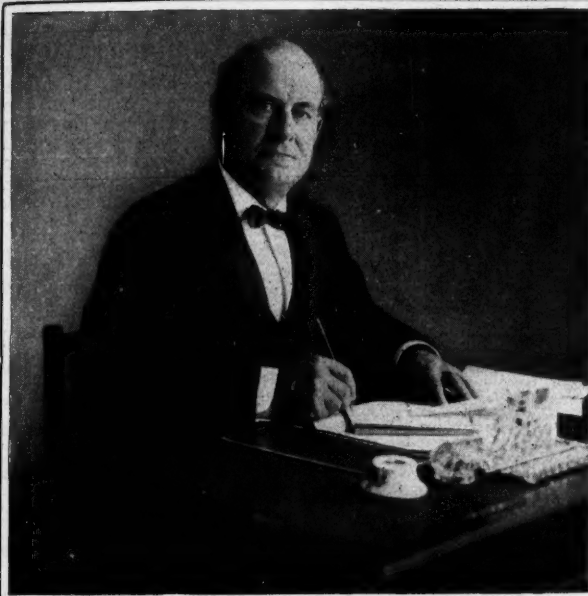
FREE CIRCULATION AND CIRCULATION AT NOMINAL RATES PROHIBITED.

Ninth: It must not be published chiefly for free circulation, or for circulation at nominal rates, and any publication circulated at a rate less than fifty per cent of the advertised price shall be held to be circulated at a nominal rate.

SECTION VI.

SUPPLEMENTS.

With a regular issue of a newspaper or other periodical publication one supplement may be inclosed. Supplements shall not be printed on any other substance than paper, nor, except in the case of maps or plans illustrative of the text, shall they differ in form from the body of the publication. A supplement



Bryan's View

Three times Democratic candidate for the Presidency, Mr. Bryan speaks with the authority that comes from having voiced the opinions of millions of his countrymen. His own ideas on politics and the coming campaign are to be fully set forth in one of the early issues of

The Outlook

shall not contain advertisements, but shall be confined to matter germane to the regular issue and supplied in order to complete the body of the publication. Supplements must be issued in every case with the publication and must have the full title thereof, the date, and place of publication printed on the first page, and on every subsequent page the date and title or so much thereof as is necessary to identify it as a page of the publication.

SECTION X.

FREE-IN-COUNTY MAILINGS.

First: One copy to each subscriber residing in the county where the publication is in whole or in part printed and entered as second-class matter shall go free through the mails, except when mailed for local delivery by city letter carrier at the office of mailing.

Second: Copies other than those for which free transportation is provided by the first paragraph of this section, sent by the publisher from the office of entry to subscribers, and sample copies, marked as such, to the extent of ten per cent of the weight of copies mailed to subscribers during the calendar year, shall be entitled to transmission at the postage rate of two cents a pound or fraction thereof, prepaid.

SECTION XVIII.

This Act shall be effective on and after July one, nineteen hundred and twelve.

THE NAVY COURTS PUBLICITY

Secretary of the Navy Meyer has applied "publicity" to the navy from the outset; has advertised it as none of his predecessors had ever done, has permitted it to be advertised by others in every legitimate way consistent with the dignity of the department and of the United States Government itself. On the *Dolphin* one afternoon while the fleet was mobilized at New York, there were as many workmen for the moving picture concerns as her decks would accommodate, and during the whole week every facility was extended to persons seeking naval information or desiring to secure material for warship illustrations.—*New York Commercial*.

PROPOSED SIGN ORDINANCE IN PITTSBURGH

A sign ordinance recently introduced into the city council of Pittsburgh would very materially affect the electric sign business. Every sign and signboard in the city is to be taxed \$2, and a bond of \$5,000 is demanded to indemnify the city against loss, damage or injury. Violations are subject to forfeits not exceeding \$100, and default in payment will result in a sentence of thirty days in jail. It is further provided that before any sign shall be erected a permit must be secured from the department of public safety. In addition to this, the owner must secure within ten days of the erection a maintenance permit, which must be renewed annually.

GETTING THE LOCAL REPRESENTATIVE TO YOUR SIDE

HOW THE DEALER IS PERSUADED TO TAKE ADVANTAGE OF THE HOME OFFICE ADVERTISING DEPARTMENT—OFFERING A SERVICE AND MAKING IT UNDERSTOOD THAT IT IS OF VALUE—DEALER IS INTERESTED BECAUSE HE HAS AN INVESTMENT IN POSTAGE

By Edward S. Babcox,

Advertising Manager, Yawman & Erbe Manufacturing Company, Rochester, N. Y.

[EDITORIAL NOTE: Perhaps no feature of the advertising man's job is, in the long run, provocative of more profanity than the failure of the local dealer to see the thing as he sees it. Many advertisers have attempted to club the dealer into conformity—with lamentable results. Some have even declared that it was of no use to try to get the dealer's co-operation. Both of these processes show a lack of appreciation of the dealer's point of view, and this article shows how co-operation is being obtained by one concern at least, without antagonizing anybody, and without undue expense.]

Outside of our own branch stores and corps of travelers, the "Y and E" organization consists of over 2,000 agents and dealers, who distribute our goods through their own stores and salesmen.

The efforts of our branch organizations are concentrated in their respective cities. Our travelers circulate among dealers and agents, their constant endeavor being to aid them (dealers and agents) to move our goods. They call with them on any of their hard prospects; sell goods to new customers in agent's territory; assist in window display work, store arrangement, etc.

A NEWSPAPER TO TAKE UP SLACK

This is all good work, of course, but up to a year ago we were aware that there was still a little slack to take up in binding all these people in closer relationship to the home office. We discovered that our agents were wide awake to almost any opportunity to promote sales. So we decided to make a bold statement of just what our advertising department could do for them. A letter wouldn't serve; nor a bul-

letin. It had to be something unusual, different, striking, straight-from-the-shoulder. So, since we were going to talk somewhat about newspaper advertising, we published our statement in the form of an eight-page newspaper, actual size, which has since become well known through the organization as the *Y and E Advertising Special*.

Page 1 carried a definite statement of things our agents might

- 3—Writing form letters.
- 4—Window displays.
- 5—Street car advertising.
- 6—"Y and E" inserts for catalogs.

In our own art department here, we have since designed dozens of firm signatures for agents and dealers. Many of these people seem to have paid too little attention to this important, ever-active advertising power, and have appreciated our willingness to give them something more artistic and businesslike.

Usually we incorporate some reference to "Y and E" filing systems in these headings.

We have created inserts varying from eight to thirty-two pages for catalogs published by at least twenty-five of our agents. We have furnished hundreds of electros for printing circulars, folders, newspaper ads, etc.

In each *Advertising Special* we enclosed an order blank, which made it easy for the agent to order just what he wanted.

Ten days after the *Special* was mailed we sent a supplement printed on a sheet one-half newspaper size. Here we drove home a lot of new

points which have aided wonderfully in creating and maintaining that needful bond of mutual interest. In this statement we forgot "Y and E" entirely, and talked about storekeeping as an art. Here are a few items we discussed in detail:

- 1—*Monday Morning Talks*—Explaining the value of calling the clerks together at the beginning of the week and laying out plans.
- 2—*Suggestion Box*—Its value to the man who sells "Y and E" Systems.
- 3—*A Store Club*—Its sales promotion value.
- 4—*Prizes for your clerks.*
- 5—*Advertising via Statements and*

(Continued on page 17)

Advertising Special

EXTRA!

GET YOUR 20%
WITH THE HELP
OF THESE ADS!

Read the Bulletin Carefully! Learn the
Proposition: You Will Find It Is
Some Valuable Ads.



DOES GOOD
ADVERTISING PAY?

The Answer Is Yes. We're Doing a Lot of
It. We Wouldn't Say It Up
If It Didn't Pay.

SPECIAL
SERVICE
FOR YOU

Perhaps There's Some Article in the
Line That You Want to Advertise, But
Don't Find It Among the Displays Shown.

Our agents are now offering a special service to our clients. They will accept orders for advertising space in the *Special* and will make every effort to secure the best possible results for their clients. This service is available to all agents who are members of the *Y and E* organization.

PLEASE DO THIS
Send us a copy of your paper to show your interest in "Y and E". We will send you a copy of the *Special* and will make every effort to secure the best possible results for your clients.

OTHER *Y and E* SALES HELPS
STREET CAR CARS
We have a large number of street car cars for sale. They are in excellent condition and are a great asset to any business.

WINDOW DISPLAYS
We have a large number of window displays for sale. They are in excellent condition and are a great asset to any business.

YOUR CATALOGS AND FOLDERS
We have a large number of catalogs and folders for sale. They are in excellent condition and are a great asset to any business.

KEEP THIS PAPER
This paper is a great asset to any business. It contains a large number of valuable articles and is a great asset to any business.

WHAT IS A MATRIX?

A matrix is a system of advertising that is designed to reach a large number of people. It is a system of advertising that is designed to reach a large number of people.

CAN YOU USE MATRICES?
Yes, you can use matrices. They are a great asset to any business and can be used in a variety of ways.

CUTS ONLY
We have a large number of cuts for sale. They are in excellent condition and are a great asset to any business.

GET BEST VALUE BY
ADVERTISING NOW!

Our agents are now offering a special service to our clients. They will accept orders for advertising space in the *Special* and will make every effort to secure the best possible results for their clients.

THE FRONT PAGE OF THE SPECIAL

do this year to get twenty per cent increase in business, a figure we set the first of the year. It also carried a cartoon which symbolized the "Y and E" advertising department spreading stimulating sales helps all over the country. The remaining seven pages carried proofs of forty-nine newspaper ads which we agreed to furnish free to any agent or dealer who would use them. Other points on which we would co-operate with dealers and agents were emphasized. Some of them were as follows:

- 1—Special design for firm signature.
- 2—Special circularizing matter.

Two Newspaper Properties FOR SALE

The Boston Journal The Evening Times, Philadelphia

These two newspapers are worth more to some one else than they are to me. Each paper could occupy every minute of an owner's time, and should have every minute of an owner's time right on the job.

My own time has been so fully occupied with my magazines and other interests that I have never done any direct work on either of these newspapers. The work I have put on them has been done at long range and through others.

My time is worth more to me now, applied along other lines, than any success I might make of these two newspapers. Undeveloped newspaper properties call for earnest attention and intense, direct work. The undeveloped property is a drag; the developed property is an easy thing.

The Boston Journal

The Boston Journal is a morning paper and is one of the old newspapers of Boston, having been founded in 1833. It can be made a very good property in the hands of the right man, who would put his time on it and his soul into it. Boston is a much over-newspapered town, but The Journal is so organized that it can be published at a lower cost than any other morning newspaper in Boston, and this is a very important factor in the scheme of successful development.

The Journal has the Associated Press and a fine modern mechanical equipment, and is manned with some exceptionally good men. What it needs most is the strong hand of ownership all the while on the paper, directing every move.

Knowing The Journal as I do and the field as I do, I am confident that if I were a resident of Boston, and were free to

put all my time on it, I could make it a substantial and very much worth-while newspaper, and that it would be to me a most satisfactory occupation. If I am right in this conclusion, I should be right in saying that there are many men who could do equally well with the property, and some who would do very much better.

The Evening Times, Philadelphia

Philadelphia, unlike Boston, is not an over-newspapered town. There are but two evening papers there, other than The Times, that make any contest for the field, and Philadelphia, within the newspaper circle, has a population of over two millions.

It was this enormous population and the few evening newspapers in the town that appealed to me as presenting an exceptional opportunity. The Philadelphia field, nevertheless, is a difficult one, but it is big in possibilities.

The opening there is for the individual, rather than the newspaper. The man who could bring to The Times an intense personal force, coupled with a common-sense scheme of journalism, be he trained journalist, farmer, lawyer or business man, could, I believe, make The Times a great newspaper. There is a very big work to be done on the political and industrial conditions in Philadelphia.

The Times has an important asset in its Sunday evening issue. The latter is paying good interest at the present time on a capital of a quarter of a million dollars, and with a growing daily issue it should, in two to three years, earn interest on a million dollars. The mechanical equipment of the property is ample and is of the latest and best type.

I myself have no time for the development of this newspaper, and cannot do it at long range. It is a much more difficult undertaking than The Boston Journal, but the possibilities ahead of it are much greater. Either of these properties is well worth while to the right man.

I don't want more for these newspaper properties than they are worth, but I want approximately what they are worth, though I am willing that there should be a margin in favor of the purchaser. I say this to save bargain-hunters the trouble of investigation.

FRANK A. MUNSEY,
175 Fifth Avenue, New York.

"What Do You Say"

of a magazine that gets so close to the home life of its readers that it leads them to make the editor their favored friend and confidant?

What do you say of a magazine whose women readers pour in upon him frank letters of enlightening criticism, of loyal praise, of suggestion, of complaint, of requests for advice, of experience with suggestions in its editorial pages and with goods bought through its advertising service—and all these letters the intimate, friendly, between-you-and-me kind?

You say that such a magazine has the complete confidence of its readers from cover to cover.

That magazine is Good Housekeeping Magazine.

The advertising man who has read the few "What Do You Say" letters the editor can give space to every month, knows that its readers look on it as a valuable, intimate friend.

He then understands the source of the advertising value of Good Housekeeping Magazine.

What do you say?

Rate \$2.00 per Line

GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Largest Class Publication in Any Field

Bills—We furnish circulars and inserts for this.

6—*Handling Customers*—The vital need of doing it right.

7—*Window Displays*—and their value.

8—*Attractive Stationery.*

One agent came back at us. Said he wanted to start a store club, per our suggestion. We got a constitution and by-laws from another agent, and side lights from others, and sent them on. The club is flourishing to-

ways been handicapped by a poorly executed cover. The idea was good, but the drawing and platemaking were poor. One day we instructed our art department to revise it along lines specified clearly. When it was completed the drawing was sent along to the agent, and was offered simply as a suggestion for his consideration. He wrote back that he was greatly pleased, not only with the drawing, but with the unusual initiative which we displayed by going ahead without receiving any request. That agent called at the factory the other day, and it was evident that our little bit of service to improve his house organ gave our company a still firmer grasp on his interest.

Few manufacturers go so far as we do in getting the dealer to co-operate with the advertising department. It requires a lot of time and a lot of energy, but it is worth all it costs.

A LONG-STANDING HABIT

Advertising in magazines is with us, as with most large manufacturers, enjoying a national distribution, a habit of long standing. Because of the widespread circulation and the physical impossibility of listing in each advertisement names and addresses of over two thousand selling representatives, this advertising, so far as direct returns is concerned, is comparable to shooting with a shotgun. It is a spreading fire.

A while ago we sensed a willingness on the part of many of our agents and dealers to stand a portion of the expense of a gigantic circularizing campaign. We wrote a "feeler" letter to many of our representatives, and they came back urging us to go ahead. We went ahead, the agreement being that agents were to pay the postage and we were to furnish the matter, address and mail it from here, sending postage bills monthly to agents.

For six months (fall and winter, 1910-11) we sent out, as a starter, some strong folders to some eighty or ninety thousand

Free to You



**A Book of Time-
and-Practice-Tested
Purchasing Depart-
ment Systems**

It is one of many banks we are looking for different lines of work; all in an endeavor to raise the general standard of business efficiency by simplifying the routine

If you spend five minutes a day working for letters or orders which should be instantly fulfilled, you waste thirty minutes a week, or twenty-six hours a year; that's nearly two full working days.

The right method of filing and tabulating and recording data in your department will eliminate waste, delays, errors, in a word enable you to do more in less time; that's Efficiency.

This book is a detailed survey of that very question—from the standpoint of the *Protesting Agent*. It represents years of experience, and has been carefully prepared and illustrated with forms and methods in every day use. It's not a mere collection of theories.

We want you to have it.
Sign and mail the attached card. There is absolutely no obligation.

A Climate of Sub-

- **Hiding regulations.**
- **Filing and indexing earnings.**
- **Revolving questions.**
- **Issuing rules.**
- **Standardized rules system.**
- **Following up action.**
- **Filing correspondence.**
- **Cash balance record.**
- **Keeping a record of work.**
- **How much to file with...**

YAWMAN AND BROS. MFG. CO.

Rochester, N. Y.

By signing and mailing the attached card you strongly indicate your interest in our effort to improve efficiency in processing life insurance.



Elliott
Business

4-10-1940
4-11-1940
4-12-1940

POST CARD

The Western Sashery Co.
317 Commercial St.
Dallas
Texas

RETURN CARD ADDRESSED TO THE AGENT

day. Naturally, one of its chief interests is in the "Y and E" organization, which suggested it.

Here in our business we believe that our agents know their business as well as we know ours. We place our advertising department and experience at their service quite as an advertising agency co-operates with its clients. Only we make no charge.

INITIATIVE DISPLAYED IN HELPFULNESS

One other example will show the value of our work among agents. A certain live wire agency of ours issues a house organ. In my judgment it has al-

names in territories of seventy-five or a hundred of our agents. To each folder was attached a return card bearing name and address of "Y and E" local agent, and asking "without obligation" for certain facts about the proposition outlined in the folder.

Nine different pieces went out in that campaign. Early in the spring of 1911 we sounded the dealers who were in on that campaign to see if they wanted another this fall. Here are a few letters we got back:

If your campaign this year is as good as last, we will come in head over heels.

Last year's campaign was a great success with us. Sure we want to come in this year.

No circularizing campaign ever carried on in our territory produced returns like yours of last year. Count us in by all means.

So this fall and winter we have a similar, but larger, campaign under way. All the agents who were in last year, and many more, are in this year.

On every piece of matter we send out in this campaign the agents pay the postage. Many people, when we suggested that idea two years ago, said it couldn't be done. Agents wouldn't pay. Expected us to do it gratis, just as we always had, etc.

But after explaining carefully just why we wanted them to pay the postage, we found our good friends, the agents, only too glad to do so. The following extracts from one of the letters to agents shows how this was handled:

To "Y and E" Agents:

In asking you to pay the postage on the special circularizing campaign we are about to inaugurate in your territory, please understand that we are doing so only because it is for your best interests. In the first place, we are going to send out better matter in this campaign than in any previous campaign. We want to spend more money on it than we have ever spent on any other similar matter. We believe you will be willing to stand part of this expense, because the direct returns are going to help you.

Then, too, when you get a return card back from this circularizing, it will have a definite money value. If you pay \$10 postage on 1,000 folders which we mail out, and get back 25 return cards, each one will represent 40 cents expended by you. Explain this to your salesmen, and make them understand that it is up to them to

cash in on these returns with a vengeance.

The chief reason why we want you to pay this postage is simply that you may feel a direct and vital interest in the campaign. This accomplished, we have no fear for the outcome.

Replies received to this letter showed that the agents were not only in sympathy with the plan, but anxious to co-operate with us in its execution.

We have a corps of efficient traveling men, who circulate among agents and dealers, and whose business it is to help them sell "Y and E" systems and equipment. Each man covers a stipulated territory and knows his trade thoroughly. That's part of his job. These men know conditions; they are in the business maelstrom. Each one is, besides a selling man, a special ambassador of the advertising department, and it is to these men we look for side lights, criticisms, etc., which keep me posted about local conditions.

When this big circularizing campaign started, our concern wrote a personal letter to each "Y and E" traveler. Here are a few extracts:

My Dear Mr. Smith:

We are about to start a very comprehensive circularizing campaign in your territory. The new line of folders, samples of which are enclosed, are to be mailed regularly to the mailing lists of each of the eight agents in your territory—a total of 22,536 names.

The first piece of matter will be mailed out on November 16. The important thing about this campaign is that the agents are paying the postage! This means that they will look more than ever for definite tangible returns, and I will greatly appreciate it if you will aid each of your agents to convert every prospect he gets into a real sale.

I am enclosing copy of letter written to the agents in your territory, so that you may be fully posted about the whole proposition.

I shall appreciate a letter from you telling me that you are in sympathy with this whole proposition, and that I may count on your co-operation.

The same folders used in this agency circularizing have been used in advance of traveling men in non-agency towns. We have had no end of direct returns from these. Right here in our files we have dozens of return cards sent in by various travelers. Across the face they will write sometimes, "Sold \$175. Keep up this

circularizing," or sometimes this: "Got him for \$250. Your fault."

SHOTGUN VS. RIFLE SHOOTING

If magazine advertising is shooting with a shotgun, this direct-by-mail work is rifle shooting; almost trained sharp shooters—picking off the individual prospects. At least, the circularizing "wings" the prospects, and the agency salesman, or the "Y and E" traveler "get" them for sure when he receives his cue in the shape of a return card.

We have found by personal investigation that our agents have a very real interest in this circularizing campaign because they have an investment in it. Formerly when we sent out circular matter, we simply advised the agents that it had been mailed, and it meant comparatively little to them. It cost nothing. In the Central West the other day we found one of our agents handing out the return cards to his salesmen with this note appended to each:

This is a prospect received as result of "Y and E" circularizing. It represents an investment of 84 cents on our part. It is up to you to get an order. The circular has broken the ice in your territory, and sifted this one prospect out of your list. Cash in on it!

Needless to say, both of our campaigns have been successful, and besides producing splendid returns for our agents, have bound them closer to us, made them feel more like members of our big "Y and E" family—and this we consider an asset of no mean worth.

In another article we will discuss our two house publications, the *Y and E Idea* and the *Y and E Sales Booster*, which serve continually to strengthen the bonds of loyalty between home office and sales organization.

WISCONSIN DAILY LEAGUE EXPANDS

The Wisconsin Daily League has decided to increase the present membership of thirteen by making eligible to membership one daily newspaper from each city of the state. The league has spent considerable money developing Wisconsin as an advertising field.

The "Cooky" Magazine

"It's a 'cooky' magazine, and I want it," said a little girl to her mother twenty-three years ago.

She meant The Ladies' World and she wanted it because she "liked to cook," and the recipes in The Ladies' World were good and practical.

The little girl of twenty-three years ago still takes The Ladies' World for the same reason.

Has it occurred to you that the woman who does the cooking does the buying, too?

THE
LADIES' WORLD
NEW YORK

LEGAL REPRESSION OF DISHONEST ADVERTISING

POSSIBLE OBJECTIONS TO "PRINTERS' INK'S" SUGGESTED PLAN ANTICIPATED AND ANSWERED — HOW THIS MATTER IS HANDLED ABROAD — EFFECTIVE WORK OF THE PROTECTIVE ASSOCIATION OF MUNICH

By John Irving Romer,
Editor of PRINTERS' INK.

III.

In this article I shall attempt to answer some of the questions which I anticipate may be raised in regard to the plan described in former articles for the elimination of dishonest advertising. One of the first objections made by advertising men with whom the idea has been discussed verbally takes this form:

"Is it not a better plan to persuade publishers themselves to clean up their columns by rejecting all forms of objectionable advertising?"

Yes, if you could get all publishers to act as a unit. There are nearly 25,000 publications in this country and Canada. If only ten per cent or five per cent of them continue to accept all business offered them, then the fraudulent advertiser will still have ample scope for operation. In fact, he could get along nicely with only two or three hundred. George Graham Rice separated the public from hundreds of thousands of dollars by using a mere handful of papers.

"Will not the proposed legislation drive dishonest advertisers out of the papers into other forms of advertising?"

The statute is purposely framed to cover that contingency. Certainly it would be a weak proposition if it merely drove fake advertising out of publications and into the United States mails. The statute covers circularizing and other forms of advertising.

"Will not publishers oppose the enactment of such a law?"

On the contrary, they will welcome it. As matters now stand, the publisher is asked to shoulder the entire responsibility for every-

thing he prints. The person to punish is not the intermediary but *the prime offender*—that is, the one who utters the fraudulent ad. Many ads are offered publishers; one cannot determine without long and expensive investigation whether those that excite suspicion are fraudulent or not. A daily paper goes to press once every twenty-four hours. Some ads are manifestly fakes and should be rejected. Others are more difficult to decide whether dishonest or not. Trace the trouble to its source and punish the person primarily guilty rather than the accessory after the fact. The advertiser *always* knows whether his ad is truthful and honest. The publisher often does not.

"But this law is not going to reach every kind of unfair advertising."

Unfortunately not. The courts have held over and over again that a man is entitled to represent his goods as absolutely "the best" of their class. But if he goes a step beyond this broad claim, and puts in a single detail which is false, then the proposed law will get him.

"Isn't this law going to result in a lot of litigation, and scare really honest advertisers so that they will not dare open their mouths lest some business enemy make trouble for them?"

I think there will be comparatively few prosecutions under this statute. Let there be one or two convictions in a community and a wonderful toning up of advertising will follow without the district-attorney having to lift a hand. It will be almost business suicide for a concern to be caught misrepresenting its goods. As soon as the statute is enacted and it is known that there is a *police power back of it*, every advertiser will scrutinize his copy and his claims as never before. And he *ought* to do it. There is altogether too much careless handling of the English language today.

"Is not the public itself likely to get a wrong idea of this movement and to conclude that there is

In a Report of President Taft's Trip

through Kansas, the Chicago Tribune of September 28th printed this paragraph:

"Hutchinson is a city of 18,000, a typical community on the rich prairies of Kansas. Farmers' automobiles were so numerous in the main street of the town to-day that they were banked two deep along both curbs for a mile. One man counted 2,241 motor cars at the fair grounds yesterday—about one for every ten persons there."

This appeared as a *news item* in a six column article mostly on the political status of Kansas.

Doesn't it show that the *general* public is awakening to the importance and prosperity of the farmers?

Commercially, politically, industrially, even socially, the farmer is a big asset in America—hence a big buyer.

Write us for the names of the best known general, as well as agricultural advertisers who have *proved* that

The ORANGE JUDD WEEKLIES

are read by 425,000 of the *better* farmers—and their families—who make a business of farming, not merely a comfortable living. They are farmers who realize large profits from their produce, and are spending money for the luxuries of life as well as the necessities, and buying *advertised goods*.

The ORANGE JUDD WEEKLIES really comprise four sectional farm papers. *Northwest Farmstead* covers the Northwest; *Orange Judd Farmer*, the Central West; *American Agriculturist*, the Middle and Southern States; *New England Homestead*, the New England States.

Address nearest office for sample copy

Orange Judd Company

Western Offices:

1209 Peoples Gas Bldg., Chicago, Ill.
601-604 Oneida Bldg., Minneapolis, Minn.

Headquarters:

315 FOURTH AVE.
NEW YORK

Eastern Office:

1-57 W. Worthington St.
Springfield, Mass.

a tremendous lot of fakery in advertising?"

If handled right, it should produce directly the opposite result. The very news that there is such a movement afoot; that there is such a law on the statute books; that it originated with advertising men, should be *the best advertisement for advertising that*

to build up confidence in advertising as a whole. But of course care must be taken not to have the idea go abroad that conditions, as at present existing, are so very bad. As a matter of fact, they are not. Advertising as a whole is much more dependable and honest than it was two or three years ago, and vastly more

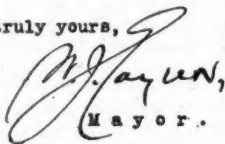
CITY OF NEW YORK
OFFICE OF THE MAYOR.

November 10, 1911.

Dear Mr. Romer:

I have read the proposed statute which you enclose to me, and I can see no reason why it should not be generally adopted. To publish false and misleading statements in advertisements ought to be a criminal offense. Of course the business of advertising is now reduced almost to a science, and the great majority of advertisements are truthful.

Very truly yours,


Mayor.

John Irving Romer, Esq.,
Printers' Ink Publishing Co.,
12, West 31st Street,
New York City.

THE OPINION OF NEW YORK'S MAYOR, A FORMER JUSTICE OF THE
SUPREME COURT

ever happened. Too many people to-day are saying, "It is only an advertisement," or "I never read an advertisement," or "You can't believe anything you see in an advertisement." This movement should do more than anything else to squelch that attitude and

so than it was fifteen or twenty years ago.

"Is it your idea to have a certain person in each ad club empowered with authority to begin prosecutions on his judgment alone?"

No. I think there should be a

Grievance Committee, the secretary of which receives complaints, collects evidence, and conducts investigations. Before definite action is taken, the accused should be given a hearing before the committee. The way I think it will work out is that in ninety-nine cases out of a hundred the accused will be only too eager to change the tenor of his advertising so that the matter may not become public.

"Is it not true that the Post-office Department and the United States Government are exercising a censorship which answers all purposes?"

It is true that there have been some prosecutions and jail sentences in a few of the more flagrant cases. But the Government is slow to move and usually appears only in the case of gigantic swindles. Even then it is only after the public has been mulcted of vast sums. There is little use in locking the stable door after the horse has been stolen. Besides, it would be much more to the credit of the advertising profession if the house-cleaning took place from within rather than from without.

"Isn't the whole plan visionary—in other words, is it capable of being put on a practical working basis?"

My answer is that it is now being done in other countries. Both England and Germany have to-day restrictive acts. Many associations exist in Germany, according to Lewis H. Clement, late president of the National Association of Piano Dealers of America, the purpose of which is not so much to prosecute offenders under the law as to warn them to find a better way of conducting their business. In the first two years the Protective Association of Munich dealt successfully with seventy-five cases of unfair competition. In sixty-four cases a warning was sufficient; in six cases direct instructions were given to the offenders, and in only six cases was the association compelled to resort to legal proceedings.

It is fortunately not necessary

for us in this country to go to work and build up a series of "protective associations." This machinery already exists in the shape of the Associated Advertising Clubs of America. What greater work can this organization possibly engage in than:

1. To secure adequate legislation in each state through its local clubs.
2. To secure the enforcement of the law through grievance committees working on the same plan as has proved so effective in the case of the Bar Association.

This agitation is bigger and broader than advertising itself. It is simply one phase of a movement which is going on throughout the entire industrial world, a movement aiming at higher ethical and moral standards. Let us hope it will not be said that the advertising industry is the last to fall in line.

CAR ADVERTISING DECLARED ILLEGAL IN CHICAGO

Advertising in public vehicles such as cars of any description operating by city charter is illegal in Chicago, according to an opinion given to Mayor Harrison by Assistant Corporation Counsel A. L. Gettys. If the city permits this class of advertising it can demand a percentage of the revenues received by the roads from the advertisers, the opinion says.

It is within the power of the city, Attorney Gettys finds, to prohibit and destroy all the ads in street cars and trains operating within the city limits or it can pass an ordinance compelling the roads to divide with the city the revenues from such source.

REPRESENTATIVES WORKING FOR DALLAS

The Representatives Club, of New York City, has taken headquarters at 6 West Twenty-fourth street in order to facilitate the work of the "On-to-Dallas" committee.

This committee is making every effort to send as many young men as possible to the eighth convention of advertising clubs, to be held in Dallas next May.

F. X. Cleary has resigned as advertising manager of the Western Electric Company to become associated with the Cheltenham Advertising Service.

The Representatives Club, of New York, is to give a minstrel and vaudeville show preceded by a dinner at the Hotel Astor, December 15.

"A DEMONSTRATION"

Isn't it strange how some folks neglect their opportunities?

It would be a safe bet that there are hundreds of advertisers—not by any means novices at it either—who are burning the midnight oil and using up managerial gray matter just in the endeavor to find out what really is the best way to advertise their products. They spend hours listening patiently to the advocates of various mediums, they compare notes with other advertisers (who, incidentally, are in the same boat), they make tedious tabulations of returns.

And it's all useless—a waste of energy. Read on, and see what a two-cent stamp will do:

TEN THINGS WE'LL TELL YOU FREE.

As a demonstration we'll give you a free letter of advice containing these ten valuable items of information:

1. How much to spend for advertising.
2. How to sell (mail-order or through dealers).
3. How to tell beforehand whether your campaign will pay.
4. Where to advertise.
5. What mediums.
6. How many inquiries you should get.
7. How much follow-up matter to use.
8. How much profit you should have.
9. Whether to pay freight or not.
10. Whether your present campaign is right or not.

Is this information worth a postage stamp?

Write us on your letterhead.

LESSING ADVERTISING AGENCY,
Des Moines, Iowa.

THRUST AND PARRY

Said a certain New York agency to a certain advertising manager of a New York magazine:

"Here are six three-quarter page ads."

"But these were all pages last year; why not this year?" asked the magazine man.

"Because I find I can dominate the page by using three-quarters of it," replied the other.

The next day a new make-up ruling was put in force in that magazine office. It was to the effect that every three-quarter page ad must never be put at the top of the page. As it works out, a strongly composed quarter-page across dominates the page, by being at the top.

The advertising manager is waiting for the next move of the position strategists in the agencies.

PREMIUMS AS "ADVERTISING INSURANCE"

NEW YORK, Nov. 18, 1911.

Editor of PRINTERS' INK:

Is there a dark-hued gentleman in that "What the premium does for business" woodpile that Mr. Johnson is building in PRINTERS' INK's backyard?

Can it be that some reputable publication is finally going to take the premium apart and see how, why, and when it works?

If so, I want to assist at the operation.

Seriously—when you started this premium thing you did every ad man, every PRINTERS' INK reader, a service.

Turn on the light—let's learn something about premiums. Tell us—particularly the ad men—the facts. We are facing conditions, not theories.

Premiums do pull business. Why evade the issue? Premiums without advertising are *nihil*—premiums will not write advertising, nor perform the legitimate functions of an ad man, but when you come to distribution—to a selling plan—premiums are "there."

Proper premiums are advertising insurance—"Good will protection." All advertising, good, bad or indifferent, is an investment—it becomes an asset only when it pulls. The manufacturer insures his buildings against fire—why not insure his advertising with premiums? Advertising and premiums go hand in hand.

Premiums afford the only really effective weapon against the substitutor. Your "reason why" ad copy is reinforced when you give a possible purchaser some particular incentive to see that she gets what she thinks she wants.

I spent thirteen years behind a retail drug counter and know what can be done with the average customer who "saw it advertised."

I was content to let my customer buy the advertised article the first time—I knew that my "say so," next time, would have weight.

Take a certain advertised cold cream. One of my regular customers who had never before used any cold cream read the advertiser's "reason why" and took the leap—bought a ten-cent tube—despite my attempt to help that manufacturer sell a 50 cent jar of his cream. It worked out fine for me—the woman used 10 cent tube, liked cream—came after more and I sold her—mine. Why? Because I demonstrated my cream—showed her that my jar at 50 cents held less than the advertiser's jar at 35 cents—hence better. If that woman had had some extra incentive to repeat on the advertised cream—some coupon good for a face brush or powder rag—could my eloquence have moved her? Not on your life.

How amused the intelligent retailer is at the bid for his co-operation—"Accept no substitute—nothing is just as good—etc., etc."

How I liked to "swat" that fellow's dope. And I did. I'd let the woman read his "reason why" ads and then I'd tell her my "reason why"—she and premiums turned the trick nine times out of ten. Premiums *with* my kind.
A. B. WOOLSEY.

HERE'S THE PROOF

These figures taken from actual count of Subscription Mail List for week ending October 28th, 1911, show the distribution of the actual paid-in-advance circulation of

THE OHIO FARMER CLEVELAND

Read and absorb these mighty interesting figures—they prove our concentrated circulation in as prosperous and progressive a farming section of the country as can be found:

Ohio	95,239
New York.....	5,581
Pennsylvania	8,490
W. Virginia	5,009
Kentucky	2,501
Indiana	6,897
Michigan	771 29,249
All other states.....	2,030
Foreign and Canada.....	62
	<hr/>
	126,580

This sums up as follows:

Percentage of circulation in Ohio.....	75.3%
“ “ “ “ N.Y., Pa., W.Va., Ky.,	
Ind., Mich.....	23.1%
“ “ “ Miscellaneous and Foreign	1.6%

No Other weekly agricultural paper can show ONE HALF as much PAID-IN-ADVANCE circulation in Ohio.

Ohio farmers are anxious to know what you have that they can use, but to reach the greatest number of these at the lowest proportionate cost, you must use

THE OHIO FARMER CLEVELAND, OHIO

We have more to tell you—ask us or either representative.

Member Standard Farm Paper Association

George W. Herbert, Inc.
Western Representatives
600 First National Bank Bldg.
Chicago, Ill.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City.

MANUFACTURER NAILS "SPECIAL SALE" LIE

PUBLISHES HALF-PAGE NOTICE IN
LOCAL PAPER WHICH CARRIED AD
OF TOO EAGER RETAILER—SUCH
ACTION PART OF SCHWAB COM-
PANY'S ADVERTISING POLICY

One way of bringing to book a retail dealer who misrepresents in his advertising has been demonstrated by the Schwab Clothing Company, of St. Louis, manufacturers of men's and young men's clothes.

This company has decided that it will, at its own expense, and using the same publications containing the original untruthful advertising of the dealers, publish the exact facts in each and every instance where a violation of upright business methods occurs involving Schwab clothing.

The first instance of this sort has just occurred.

In the town of Mansfield, La., which is the thriving central seat of De Soto Parish and its 35,000 inhabitants, a half-page advertisement appeared in the local papers in the last week of October announcing that M. Hirsch, who had been in business there for a long time, was holding a selling out sale of his entire stock.

He listed the items in his defendant departments, such as shoes,

suits, 900 boys' knee pants suits, 1,300 pair men's pants, and with the remaining items he did not mention quantities.

Records of the Schwab Clothing Company were searched and it was ascertained that Hirsch had not at any time bought more than twenty-five suits from the company, and this purchase was made in the fall of 1910. Nothing was sold to him in the spring of 1911, because C. D. Greening, another Mansfield merchant, desired to be given the exclusive agency to sell Schwab Clothing in the town and vicinity, and his purchases justified this consideration.

Immediately upon receipt from Mr. Greening of information concerning the appearance of Hirsch's ad and its contents, the Schwab Company wired a reservation for a half-page ad in the next issue of *The Mansfield Enterprise*, and copy for the ad was forwarded in the next mail.

The ad set forth the facts squarely and boldly. As a precaution it was written by the company's attorney in the form of a legal notice, and was as follows:

SPECIAL NOTICE

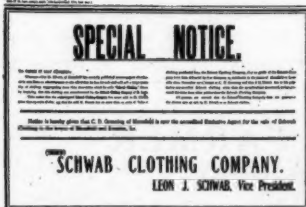
TO WHOM IT MAY CONCERN:

Whereas, One M. Hirsch, of Mansfield, has recently published in newspapers circulated in this state an advertisement to the effect that he has for sale and will sell a large quantity of clothing (aggregating more than 2,000 suits) which he calls "Schwab Clothing," thereby implying that this clothing was manufactured by the Schwab Clothing Company, of St. Louis.

Take notice that the undersigned Schwab Clothing Company has never sold to M. Hirsch more than twenty-five suits of clothing; that the said M. Hirsch has no more than twenty-five suits of Schwab clothing purchased from the Schwab Clothing Company; that no goods of the Schwab Company have been delivered by that company to merchants in the towns of Mansfield or Leesville since November, 1910, except to C. D. Greening, and that if Mr. Hirsch has in his possession any so-called Schwab clothing other than the twenty-five suits above mentioned, he has procured the same from other parties than the Schwab Clothing Company.

All persons are warned that the Schwab Clothing Company does not guarantee the clothes now on sale by M. Hirsch to be Schwab clothes.

Notice is hereby given that C. D. Greening, of Mansfield, is now the ac-



SMASHING THE LIAR IN HIS HOME PAPER

women's apparel, dress goods, shirt waists, hats, underwear, hosiery, calicoes, furniture, trunks and clothing.

Above his list of clothing items he placed the caption "Schwab Clothing" and specified that he had 1,200 men's suits, 750 youth's

credited Exclusive Agent for the sale of Schwab clothing in the towns of Mansfield and Keachie, La.

(Signed)

SCHWAB CLOTHING COMPANY.
Leon J. Schwab, Vice-President.

When the paper appeared the ad made a profound impression, and for a while was apparently the sole topic of conversation in business circles of Mansfield.

The Schwab Clothing Company states that it is ready to deal with any other instances of misrepresentation similar to this, in like manner, and this will be a feature of its future advertising policy.

NEW MEMBERS OF A. N. A. M.

The following have been elected to membership in the Association of National Advertising Managers:

H. G. Fisk, secretary, The Fisk Rubber Company, Chicopee Falls, Mass. Automobile, motor cycle and bicycle tires.

George S. Fowler, advertising manager, Colgate & Co., New York. Toilet articles generally.

Albert A. Franklin, advertising manager, Haynes Automobile Company, Kokomo, Ind. Haynes motor cars.

A. B. Jenks, sales and advertising manager, F. M. Hoyt Shoe Company, Manchester, N. H. Beacon shoes for men.

A. E. Landon, sales manager, American Sales Book Company, Ltd., Elmira, N. Y. Sales check books, short account credit registers, autographic registers, manifold books.

C. R. Trowbridge, advertising manager, Dodge Manufacturing Company, Mishawaka, Ind. Power transmission machinery.

C. L. Wood, general sales and advertising manager, Savage Arms Company, Utica, N. Y. Firearms and ammunition.

Gridley Adams, general advertising manager, United States Motor Company, New York, is now the representative of that company, in the A. N. A. M., succeeding Montgomery Hallowell.

Ira Fleming, advertising manager, McCrum-Howell Company, New York, now represents that company in the association, succeeding H. M. Graves.

RICHARDS, VICE SIEGFRIED

J. A. Richards, of 154 Nassau street, New York, has been elected a member of the executive committee of the Association of New York Advertising Agents and chosen to act as its secretary-treasurer in place of Frederick H. Siegfried, who has resigned on account of ill health.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

LEAKS AT LEGISLATIVE END OF BUSINESS

TIME AND CAPITAL CONSUMED IN
HEADING OFF INEPT AND IMPRAC-
TICABLE MEASURES AND
FIGHTING LEGISLATIVE RESTRICTIONS
WOULD HELP MAKE 'A
MARKET AND REDUCE COST OF
LIVING

By Louis Runkel,

President Runkel Brothers, Inc., New
York (Manufacturers of Cocoa
and Chocolate), Chairman of Leg-
islative Committee of American
Specialty Manufacturer's As-
sociation.

[EDITORIAL NOTE:—Mr. Runkel is head of an old cocoa and chocolate house in New York City that has eighty or ninety travelers on the road and is one of the biggest in the business. He has been from time to time a large general advertiser and uses many other methods of sales promotion as well. His interests are more or less confined to his business, but he is keenly interested in the matter of tariff and commercial legislation generally, and being exceptionally informed speaks on these subjects with authority.]

A few months ago a bill came up in the New York State Assembly aiming to compel manufacturers of canned goods to put the date of packing on the label. The penalty for neglect was a fine of from \$500 to \$1,000, or imprisonment for six months in jail, or both.

The bill was intended to become effective as law in September, which would have meant not more than a month in which to prepare 100,000,000 new labels. It was aimed at a small number of manufacturers, those whose goods, being subject to fermentation, are put up in hermetically sealed packages, but the bill did not make this discrimination, and if it had passed, would have affected the whole canned goods business, including tea, coffee, cocoa, chocolate, spices, etc.

No one was more amazed at this possible effect on business, when it was pointed out, than the legislator who introduced the bill. It eventually died without a hearing. There was no excuse or demand for it. Its object, so far as it had a legitimate one, could have been accomplished far

more easily through the boards of health, which are always zealous enough to act. But in spite of these facts, it was presented in the Assembly, printed and set down for a hearing, and it cost some of us a lot of time and some little money to bring the facts to bear on the responsible persons and head off this thoughtless raid.

This is a typical case. Many of the cases are much more expensive. Some of the bills are not killed off at all. They get by without receiving much attention and become laws, to be tried out in court afterwards at much trouble and expense. And not all of the legislators who introduce bills are so guileless as the legislator previously referred to. A good deal of the legislation deserves special study as to origin and motive.

LEGISLATION NEEDS ATTENTION

The time has arrived when we must all give more attention to the matter of legislation, good and bad, than we have been giving in the past. So-called "big business" has looked out for itself very carefully and the members of one line of business or another have often been drawn together temporarily (and sometimes permanently) to meet some threatening trade condition, but new organization or machinery must constantly be improvised and set in motion to meet the demands of vigilance, and particularly must there be a keener realization of finding out what is going on in the way of legislation on commercial subjects before it passes into the expensive and complex stage.

If the cost of keeping track of all kinds of legislation of this kind were unavoidable, there would be no use in bringing up the matter, but one has only to serve a short time on the committee on legislation of any commercial body to appreciate how much waste of time and money there is, and how much the waste adds to the cost of doing business, and interferes with the distribution of products.

The past year has been unprecedented in the number and variety of bills which have sprung up in almost every state affecting good products and package goods in general. There has been a multiplication of attacks on the manufacturer. The laws proposed or passed are for the most part too drastic, and the well-meaning manufacturer, finding it difficult to conform to all the legislative requirements, is placed at the mercy of the unscrupulous manufacturer who does not intend to conform to them, any more than he is forced to do.

These attacks are the natural chain of consequences started by the pure food investigations, legislation and prosecutions. I am in general sympathy with Dr. Wiley's aims and was, indeed, one of his earliest supporters. All progressive manufacturers, I am sure, welcome the advance in the standard of living. But there is a wise and there is an unwise method of bringing it about, and Dr. Wiley ought not to be surprised at the rise in the cost of living, which in my opinion is largely due to the advance in the *standard* of living, and not at all, as he seems to think, in the excessive profits of the middleman.

Beyond any question, the middleman will never be eliminated in this country until the conditions under which business is done are fundamentally changed. It is different in Europe, where the national areas are small and the manufacturers can extend longer credit than here. But it could not be done here under present conditions.

PARCELS POST MIGHT HELP A LITTLE

The conditions might be changed to a certain extent by the introduction of the parcels post, but not radically. And that is legislation of another type which it behooves us to keep our eyes on. Personally, I believe the parcels post would be a good thing for the manufacturer, and I do not believe it would be a bad thing for the progressive dealer.

It would unquestionably bring about a change. It would turn many of the factories into mail order houses. But I question whether it would help the big mail order houses so much as it is generally imagined it would. It seems to me that it would tend to help the small manufacturers who are at present more or less dependent on the mail order houses for their outlet.

These small manufacturers would still lack the advantages possessed by the big mail order houses handling many articles and possessed of invaluable good will in their mailing lists, but the position of the smaller producers would be immensely strengthened by securing cheaper transportation for their goods. Scores if not hundreds of them could break away from the domination of the big houses and enter into competition with them on somewhere near an equal basis.

The effect on advertising, also, would no doubt be far-reaching.

MANUFACTURER NEEDS THE DEALER

I do not see how, under these circumstances, the parcels post would wipe out the dealer and middleman or seriously impair the present distributive machinery. The dealer is supported not only by his own desire to make a living but by the public demand for convenient points to examine and discuss the goods as well as store them. Whatever the nature of the evolution of trade taking place, I believe it will eventually redound to the benefit of the dealer; perhaps not all dealers, but certainly those who are intelligent and alert enough to accommodate themselves to the change of current. The mass of the people do not and will not buy in large lots to effect a saving, and they will not undertake the task of shopping by mail as a regular thing.

That is one side. On the other is the fact that manufacturers themselves will not consider the extinction of the dealer. His store is too valuable as a place of exhibition and demonstration,

If he did not exist it would be necessary to invent him.

As a matter of likelihood, what would probably happen in the event of the introduction of the parcels post is that a considerable part of the business going through the retailer would be diverted to the parcels post, and there would be a corresponding shrinkage in the number of dealers. These dealers that survive could not be in a worse position than they are to-day, while the added facility of a parcels post would help them also, as must be remembered.

If the retailer is secure, the jobber must naturally be; the credit conditions will take care of that. If the retailers survive the parcels post in any large number you may be sure the jobbers also will be found responding to a need.

The different problems to be considered in the problem of distribution are so many that it would be a mistake to provide legislation, no matter how attractive, in advance of a thorough study and discussion, and this does not seem yet to have been given the parcels post.

I am not opposed to legislation as such. We cannot stand still. What I condemn is the hasty passage of measures and especially those which are unconsidered and ill-advised, and can do no good whatever except temporarily satisfy those who introduce them. Most of such legislation is checked or modified in transit or left to become a dead letter on the statute book, but even then the cost of watching it, following it up and guarding against it is considerable.

LAWMAKERS NEED EDUCATING

It is all the more difficult that hardly any two states have uniform laws. It would be of the highest benefit to have only one set of laws and for interstate and export traffic, and that set Federal laws. We would thus have only one place to watch and one set of legislators to educate.

The trouble is that the legislatures are composed chiefly of

lawyers, a class of men unfamiliar with the conditions of business, and unaware that it is going through an evolution and cannot be successfully regulated by those unfamiliar with its elements.

Legislators ought to take counsel with the business interests involved, not *after* the matter at issue reaches the courts, nor even while it is under discussion in the legislative chamber, but *before* they have started the bill on its journey. We ought to expect this of serious legislators. The means of communication are not difficult. We have already in the great commercial bodies the proper machinery to reach the business men and register their decision in the quickest possible time. We ought not to have to keep watch on them; they ought naturally and automatically to refer all such measures first to us.

Under present conditions we often never know about important measures until we read about them in the newspapers or our attention is called to them by one who has learned of the bill indirectly.

Having to do things in the wrong way is wasteful. The actual cost in dollars and cents, the actual loss by misplaced energy and the resulting confusion and friction are simply inconceivable. When we are talking about new markets we ought to consider the market to be saved out of the waste. We are all trying to get together on this because we realize that every dollar saved from these unnecessary legal and legislative expenses is a dollar left to reduce the cost of doing business, and to the consumer that means a *reduction in the cost of living*.

"COMPARISON RIDICULOUS"

WALLACEBURG, ONT., NOV. 23, 1911.

Editor of PRINTERS' INK:

I read several journals devoted to advertising, and am glad to tell you that "The Little Schoolmaster" is so far ahead of its contemporaries as to make comparison ridiculous.

W. H. CLANCY.

The Horn-Baker-Smith Advertising Company has opened offices in Winnipeg, Canada.

ATTACKING AN OVER-STOCKED MARKET

BRITISH MARKET WAS BELIEVED TO BE SATURATED WITH COCOA—HOW A BIG ADVERTISER TACKLED A DIFFICULT PROPOSITION—TREMENDOUS INCREASE OF COCOA CONSUMPTION ABROAD

By Thomas Russell,

Advertisement Consultant, Clun House, London, England.

The enormous amount of advertising devoted to breakfast cocoa is a phenomenon of this market.

American visitors to England probably have not the least idea of the quantity of cocoa consumed. They do not see cocoa on the breakfast table at hotels or in private houses that they visit, and there is practically no other time when cocoa can be taken except at breakfast.

Cocoa is mainly a working-class proposition. The navy, the bricklayer, the carpenter, the plumber—any kind of workman who starts out in the early morning—is likely to drink cocoa because it can be made overnight and only needs to be warmed over a gas-stove, and because it possesses (though very likely the workman does not realize the fact) warming powers that are not limited to the thermometer temperature at which the morning drink is taken. Only an active and hard-working person can digest cocoa. The sedentary classes cannot take cocoa very often.

Thus cocoa is an outstanding example of the law that the big money is always taken in small amounts. The pit and gallery are what keep a theatre open, not the stalls. The working-class demand is what earns big profits in advertising. The things that are advertised with more money in this country than anything else are cocoa and laundry soaps, not motor cars and jewelry.

Three big Quaker houses hold the bulk of the cocoa business, Rowntree, Cadbury and Fry, the first two being much the largest advertisers. About twenty-

three years ago, a big combination came out to attack the cocoa business and introduced a product called Vi-Cocoa. This had a quick success, for the reason that it was cocoa with a difference. It contains kola, hop essence, and malt, and is advertised as a digestive food beverage. A very big Vi-Cocoa campaign got the other people busy, Rowntree in particular putting out a very large and ingenious campaign, presided over by S. H. Benson, who has held the Rowntree account ever since there was one.

The old cocoa advertisers, particularly Cadbury, showed by their advertising that they were badly startled by the heavy Vi-Cocoa publicity. But soon a most instructive phenomenon developed. Instead of Vi-Cocoa cutting its business out of the vitals of the existing cocoas, the Vi-Cocoa advertising and the other big advertising which it stimulated by its competition simply had the effect of increasing the total demand for cocoa. This is so instructive that the figures showing the imports of raw and prepared cocoa since the heavy advertising began are worth quoting, and I give them below so far as the Government returns are available.

IMPORTS OF COCOA AND CHOCOLATE—1889-1910

Year	Lbs. raw cocoa.	Lbs. prepared cocoa or chocolate.
1889.....	26,509,791	2,139,590
1890.....	28,112,210	2,473,423
1891.....	31,282,598	2,748,383
1892.....	30,839,525	2,538,460
1893.....	32,982,005	2,740,571
1894.....	39,115,963	2,852,104
1895.....	42,769,307	3,058,850
1896.....	38,281,803	2,846,025
1897.....	34,533,381	9,068,176
1898.....	42,833,993	8,127,191
1899.....	43,473,261	5,262,394
1900.....	52,647,318	7,860,966
1901.....	51,798,802	8,390,286
1902.....	58,137,364	8,748,353
1903.....	50,004,705	10,446,713
1904.....	60,908,784	10,619,652
1905.....	54,167,990	9,054,388
1906.....	51,670,321	9,173,580
1907.....	57,108,050	11,389,807
1908.....	66,833,413	10,765,503
1909.....	77,082,263	11,672,675
1910.....	70,650,300	15,118,208

The fall in imports of raw cocoa during last year, following on the heavy increase in 1909, is the

result of certain circumstances which led to large accumulations in the earlier year.

It has for a long time been considered that the market was saturated, and that an increase in business by any manufacturer must be got away from other people. This has led to some pretty slavish imitation of any scheme got out by a cocoa advertiser. A collecting scheme by which boxes of fancy chocolates were given in exchange for coupons packed with the sale tins of cocoa was started by one big manufacturer, and although it was of most maddening complexity and incomprehensibility, requiring prayer and fasting to understand it, another house copied it in every detail.

Another thing that is curious about cocoa advertising is that in spite of the fact that several large manufacturers, including Lipton, have within the last year or two extensively advertised cocoa at about half the price of the old-established brands, the old cocoa houses are all prospering. Really it looks as if there were nothing you could not do by advertising.

Evidently this is the opinion of Mr. Sandow, the physical culture man. For, in spite of the saturated market, he has begun an enormous campaign on behalf of a new cocoa described as Sandow's Health and Strength Cocoa running full pages in the chief daily papers. The new effort was heralded by an extensive press agent campaign, an amusing feature of which was a long interview with Mr. Sandow published in the *Daily News*, of London, which is the property of the great cocoa house of Cadbury.

It is very likely that Sandow will succeed, because he has done something which has not been done on a large scale for about twenty years; namely, claimed something for cocoa. The cocoa advertising of the intervening period since Vi-Cocoa has fallen into a subordinate place among advertisers (though it is still holding a good trade) has been nothing but general publicity for single brands. Mr. Sandow has come out with the argument in

favor of cocoa as a better thing to drink than anything else on health grounds; and he also claims that his particular cocoa mixes easily because it is ground exceptionally fine.

Most of the big cocoa advertising of late years has just been a maker's name or some gift scheme. Cadbury's last year did a little educative stuff, chiefly noticeable through its fine typography, but they have now dropped back into the display and gift-coupon rut. Rowntree makes a point of flavor, and thereby does better advertising than Cadbury, who no longer makes a point of anything. Sandow's advertising does not look very good. It is crowded and confused. But there is an idea behind it. He is working the health argument, which, though not the best one, is better than no argument at all. Although this is not a nation of dyspeptics or food cranks, there are people who can't get away from the health argument. Vi-Cocoa and Grape Nuts advertisements in this country look more like patent medicine advertising than anything else.

INCREASE IN CANNING INDUSTRIES

A general summary of the concerns engaged in the canning industry taken from the census returns just tabulated, shows increases in all the items for 1909 over those of 1904. The capital invested as reported in 1909 was \$119,207,000, a gain of \$39,961,000, or 50 per cent over \$79,246,000 in 1904.

The value of products was \$167,101,000 in 1909 and \$130,466,000 in 1904, an increase of \$26,635,000, or 20 per cent.

The cost of materials used was \$101,823,000 in 1909, as against \$83,148,000 in 1904, an increase of \$18,675,000, or 22 per cent.

The value added by manufacture was \$55,278,000 in 1909 and \$47,318,000 in 1904, an increase of \$7,960,000, or 17 per cent. This item formed 35 per cent of the total value of products in 1909 and 36 per cent in 1904.

Maxton R. Davies, who has been identified with the Detroit branch of the J. Walter Thompson Company for the past three years, has secured a financial interest in the *Motor World*, of New York, and will be the Michigan representative of the periodical with offices in the Ford Building.—*Detroit Times*.

In "Rooms To Let" As With Everything Else

Just a Few of Series Six Testimonials

Mrs. J. Hobson—West 135th Street:

"I only think it just to let you know that I rented my room to a very desirable gentleman Friday through the American ad. Call and see Mrs.——; she has a room to let, too."

Mrs. Niemann—West 116th Street:

"I have rented my rooms through the American."

Harris—West 145th Street:

"Good results from advertising my rooms to let in the American."

Banduy—West 112th Street:

"We have rented the room advertised in the American."

Lichtig—East 66th Street:

"Room has been rented from first insertion of my ad in the American."

Mrs. Shelton—West 93d Street:

"Please discontinue my Room to Let ad; rented my rooms the first day. Much pleased with results."

Mrs. M. Leary—Second Avenue:

"First insertion of my ad in the American rented my room; thanks."

Collins—West 23d Street:

"Pleased with results; have rented room. Short time ago also rented a parlor."

Jones—West 111th Street:

"First time we used the American to rent a room in our apartment; pleased with results."

New York American

Want Ad Pages

ALWAYS GIVE THE BEST RESULTS—

LEADING THE OLD LEADERS

In Furnished Rooms & Boarders Wanted Advertising

FIRST SIX MONTHS OF 1911

NEW YORK AMERICAN printed	89,000 Ads
NEW YORK WORLD printed	- - - - - 72,000 Ads
NEW YORK HERALD printed	- - - - - 42,000 Ads

THE STORY OF "THE CONTENTED COW"

A MOVING PICTURE OF A SLOGAN IN THE MAKING—ITS COMBINATION OF DESIRABLE ADVERTISING CHARACTERISTICS—ADS MAY COME AND ADS MAY GO, BUT THE SLOGAN GOES ON FOREVER

By Helen Mar Thomson.

The choice of a slogan, or phrase which is to be permanently and closely associated with the name of a product, in order to give it individuality, is not a matter of a moment.

The selection of such a phrase often represents years of hard thinking, born of genius. Again it may flash into a mind upon the mysterious wings of inspiration.

More often, following the natural course of events in the perfecting of the article and the development of the sales organization, one thought suggests another, until the unchallengeable seems to be reached.

Take, for example, the evolution of "The Contented Cow."

Already given publicity by its use in two posting campaigns for Carnation Milk, this simple phrase proclaimed itself as the climax of a long and serious conference in which E. A. Stuart, president of the Pacific Coast Condensed Milk Company, several officers of the Mahin Advertising Company and the writer, as copy-writer, participated.

LIKE A PSYCHIC HALO

The copy-writer was seeking data for the newspaper campaign now running in several large cities, while the quest for a slogan, which could be used in connection with all advertising, was, like a psychic halo, undercurrent in the minds of all.

"Tell us the story of Carnation Milk from the very beginning," Mr. Stuart was requested.

The scene of the story opened upon the Pacific Coast. The ideal was evaporated milk that should be pure, having no artificial or unpleasant flavor as the result of processing, but which milk, with part of the water taken

out, to reduce its bulk for convenience in shipping, and sterilized, to give it keeping quality. Such a product would put into the hands of mothers absolutely safe milk for little babies and older children. It would be convenient in any kitchen, insuring milk of superior quality; it would be an inestimable convenience, a luxury, indeed, in places where fresh milk was not obtainable, for example, in mining camps, remote towns, on ship-board, etc.

DIFFICULTIES ARISE

"Experience proved, however, that an article as high in quality as we desired to make," continued Mr. Stuart, "could only be produced from milk the very purest, handled under conditions immaculately sanitary; and then according to certain conditions of temperature.

"We also learned that there is pure milk and pure milk. We knew our herds were healthy, they were record herds, but we found a decided difference in the quality of milk from one section and that from a second or third section of a state, for instance. We knew, and our experience further demonstrated, that not only the food a cow eats, but the water a cow drinks and even the air she breathes, influences the quality of her milk."

Then Mr. Stuart described the handling, evaporating and sterilizing of the milk, explaining the process step by step and laying much stress upon the promptness with which the milk is cooled, evaporated, sterilized and sealed in cans, all within a few hours of the time of milking the cows.

WHERE INSPIRATION CAME

"But especially do we insist," he continued, "that all Carnation Milk cows, whether they work for us in Washington, Oregon, Wisconsin or Vermont, shall have the sweetest food, the most desirable pasturage, including some shade, only the purest of pure waters to drink and the purest air to breathe. From the milk of such cows, and only such, can we make an evaporated milk that should be a perfect product; just

comes up to the high standard of quality we have set for Carnation Milk."

"Contented Cows," said the writer at last.

They were but two simple, common words, but they were combined at the psychological moment. Instantly they were recognized as the Carnation Milk slogan.

How they have been applied, in all Carnation Milk advertising, the advertiser and the general public know. Nothing could be more appropriate. First, the suggestion is a truthful one. Therein lies its strength, for it sounds the keynote to many a dissertation upon the "why" of the superior quality characteristic of Carnation Milk. It also furnishes the suggestion for features of illustrations which, though they have been unduly and boldly imitated, have been so effectively associated with the Carnation Milk campaign of the last few years that a herd of healthy looking cows, grazing in an inviting pasture, spells Carnation to nearly every eye, almost regardless of any other word which may be coupled with such scenes by mere type.

MARK OF IDENTIFICATION

The value of an individualizing phrase, or a really characteristic anything, be it a trade-mark or even a type form for the name, can hardly be estimated in dollars and cents; but its value is realized by most advertisers, most of whom have made efforts that more approached the ridiculous and the grotesque. Let us not smile, however. The advertiser who keeps floundering in the right direction will surely "get there." He who recognizes his need is in a sure way to have that need supplied.

The individualizing phrase called "slogan" for short, is a mark of identification. It may be so bad as to be called a scar, but it is there, forever conspicuous upon the "countenance" of the advertisement, or the package.

Of this "slogan," therefore, he should be as proud as he is of the scars which proclaim his bravery in combat.

If

If the
Woman's Home
Companion
reached but
one reader as
effectively
as we believe
it reaches every
reader that
it has, it
would be
worthy of
consideration
on the
part of an
advertiser.

MAKING THE MOST OF THE RETAILER

THE NECESSITY FOR SEEING RETAIL CONDITIONS AS THEY ARE—WHAT MAY AND WHAT MAY NOT BE EXPECTED—GIVING THE RETAILER SELLING TALK AND METHODS—WHAT SOME AGGRESSIVE ADVERTISERS HAVE DONE

By S. Roland Hall.

The advertising manager of a famous Pittsburgh hardware concern said to me some time ago: "We stand ready to support every statement made in our advertising, but our goods are sold through several thousand retailers, and you can understand that it is no easy job to prevail on each one of these dealers to carry out our policies perfectly."

Indeed I could understand it. I had just passed through an experience that had shown me how easy it was for a narrow-gauged retailer to kill almost all the good effect of some of the best advertising ever printed. The advertiser stood ready to make good his guaranty to the letter, but the retailer balked.

It often seems to me that advertising managers living in the largest cities, where they come in to contact principally with large and progressive retailers, lose the picture of the "average retailer," the man who makes up the rank and file of those who supply the great consuming world. They expect more of him than they should.

It would be a fine thing if the advertising manager could see the retailer as the traveling salesman sees him. The average retailer is not a John Wanamaker nor a John H. Patterson. If he had wonderful ability as a merchandiser, he would not be a little retailer long. Many retailers are running a retail business because that was the most natural business to get into—not that they possess a great deal of genius as merchants. Credit statistics show that the largest proportion of failures in the retail trades is not

due to crookedness but to *inexperience, incompetence and lack of capital.*

Of course it takes ability to build up a big retail business; no one denies that; but a great deal of retail trade is based on personal relations, and because of that very fact the retailer will always remain the most important link for hundreds of manufacturers. The retailer has people in the habit of coming to his place of business and relying largely on his opinions. He affords the manufacturer a fairly thorough distribution—a distribution that would run into prohibitive cost by any other trade channel.

The retailer knows his people, and he takes a certain amount of interest in pleasing them. To the best of his knowledge, he buys the goods that his people want. The manufacturer of a famous one-dollar article recently said to me that he liked to deal with retailers better than he did with jobbers on that very account—that the retailer is not as coldly commercial as the jobber but feels a greater interest in the article in so far as it relates to his particular class of trade.

It is easy, in advertising conventions and in print, to find fault with the retailer, to score him because he does not push this or that as the manufacturer wants him to do or to heap abuse on him because he substitutes whenever he feels warranted. A prominent magazine recently awarded a series of prizes for essays on "The Shortcomings of the Retail Merchant."

It is not hard to find the shortcomings, but it is more constructive to study out what can be done to brace up the weaknesses. It really does not help much to fume over the business ability or the attitude of the retailer. We must take him as we find him and make the best of our opportunity. He is not making a fortune, as a rule, and he is not overburdened with first-class help; consequently, it is difficult to maintain the highest standards of salesmanship in his store. Local newspapers

Out of the Rut

Perhaps you don't realize the extent of the progress made by The Smart Set Magazine during the past six months under the management of its new owner and publisher, John Adams Thayer.

Much of the improvement is obvious. A mere glance at the December number shows it.

But there is one very important matter that is not so obvious. For reasons which are now ancient history and which need not be detailed here, a certain passive prejudice existed against The Smart Set. Mr. Thayer has devoted a large part of his energies during the past six months to the work of removing that prejudice.

How far this result has been accomplished is best shown by two facts, namely:

First: *Seventeen thousand more people bought the October number this year than a year ago.*

Second: *The quantity of advertising in the December number is greater than has appeared in any issue of The Smart Set for five years.*

The sterling merit and exceptional value of The Smart Set is now being recognized not only by the reading public but by the high-grade advertiser, as a glance at the December issue will amply show.

THE SMART SET
A MAGAZINE OF
CLEVERNESS

452 FIFTH AVE.
NEW YORK CITY

Howard P. Russell

Advertising Manager.

of moderate-sized cities show that the quality of retail advertising is still not very high, and a walk through the smaller towns will show that the merchants haven't got modern show-card work and window displays down as fine as the more progressive fellows of the big cities.

All this just gets around to the fundamental statement that it is up to every national advertiser to make a close study of the class of retailers who are to help him put his product into the hands of the consuming world, and then to undertake a painstaking, persistent educational campaign on those retailers.

A recent contributor to **PRINTERS' INK** told of how a well-known advertiser follows the policy of getting his unsold and shop-worn goods off the grocer's shelves, by either showing the grocer how to sell them or by buying them back from him. That same concern has adopted as a part of its policy the plan of not bothering the grocer with solicitations on Saturday, his busiest day, but to have the salesmen do what they can on Saturdays to help the grocer make big sales.

The highest-priced cream separator manufacturer does not stop with furnishing the storekeeper of Blankville a stock of separators and a sales manual. A special representative goes out into the country with the local merchant-representative and shows him how to turn the trick of convincing the farmer who has only four or five cows that he will be money in pocket to use a good cream separator; and he also shows the local merchant-representative how to meet the competition of the cheap separator. The special man comes around now and then to help the local man out on hard cases, collection problems, dissatisfaction, etc.

Some of the photographic concerns conduct free demonstrations of new and popular papers in the local photographic stores. In fact a great many concerns use the demonstrating method right along as a means of helping the

retailer. Demonstrating is costly, but it is the thing that counts in an aggressive campaign, for the retailer has his attention scattered over too many things to give the special attention that the national advertiser often requires.

A celebrated fountain pen company gets out a breezy house organ in which practical talks on the advertising and selling of fountain pens appear, and this company's special plans include, first of all, lending to the retailer a special show-case, provided he will agree to give it a good location in the store; then the retailer is encouraged to have one special clerk trained as the fountain-pen salesman. That salesman takes pride in his special job, for it means something extra in the way of earnings usually; he is trained to concentrate—the secret of successful selling.

The average retailer really looks up to the traveling salesman to furnish good selling talk that he can, in turn, use on his customers. And the keen salesman need not do all of this coaching with the boss; often he finds it better to talk the selling points to the boys at the counter where the goods are to be sold. The man behind the counter often expects some day to be an outside salesman; he looks up to the clever fellow who sells the boss a good bill of new goods and is inclined favorably toward his advances in the matter of imparting good selling arguments.

Buy any well pushed article in a retail store, and if you are familiar with the methods of the manufacturer you will see the reflection of his selling talk. Watch the clever pen salesman, as he draws straight lines down the paper to show the uniform writing and the steady flow of the ink.

The store salesman of the real baked beans knows how to convince the housewife that the beans are baked beans, because the manufacturer's salesman has already shown him how the tomato sauce will wash clean off the ordinary boiled bean, while it is baked through and through the real baked bean.

Hardware and paint concerns have done fine work in furnishing retailers attractive exhibits to help in making sales. Reference is here made particularly to the exhibits of fine door-knobs, hinges, etc., mounted on hard wood, to the specimens of floor finish, etc.; you see this attractive material well up to the front in the hardware and paint stores, too.

A great deal of unsold goods in retail stores remains unsold because retailers do not know the better methods of selling the line. Since the relations between manufacturer and retailer have become more direct, the necessity for the manufacturer training the retailer how to sell the goods has become more urgent.

Sales are never up to the high point of efficiency until the retailer has been trained to sell successfully. What does it avail the business phonograph company to load up a local agent with a stock of business phonographs unless it, at the same time, undertakes to prepare the retailer thoroughly for introducing the business phonograph in his community; unless it sends up a special representative to help him out now and then with big deals; unless it maintains a bureau of skilful phonograph operators?

It would do many a national advertiser good to get hold of the publications of Butler Bros. "mail drummers," and see the efficient work that this energetic concern has done in training retailers to make a success of selling low-priced notions.

There is no doubt of the fact that many retailers honestly think that goods are higher priced because they are advertised; and so on every hand that old remark is still handed out that "this is just as good, only it isn't advertised." Few manufacturers ever attempt to convince the retailer that he is wrong on that point.

The advertiser has long ago seen the need for taking the public into his confidence. There is good reason for pursuing such a plan with retailer,



THE GREAT QUARTER OF A MILLION
HOME AND FAMILY WEEKLY.



The 14,000 towns and villages it reaches are virgin territory to nine out of ten general advertisers and unreachd by the daily newspapers, or the so-called "national" magazines, to any appreciable extent.

There isn't a well-posted general advertiser or advertising agent in the United States who will admit he isn't familiar with GRIT.

Its well-filled advertising columns testify, in unmistakable terms, to its reputation as a result producer, past and present.

Some of them will say it made its remarkable reputation as a "Mail Order Medium," which is only another way of saying it surely, positively, unquestionably and visibly "delivers the goods."

It goes each week into more than 250,000 homes of people who pay five cents a copy for it, and is delivered by a system of boy agents and carriers that permits the reader to stop any minute the paper is no longer welcome. Can you beat that for high-class, live circulation?

The field is open, the time is ripe, the medium is at hand. Will you seize the opportunity or leave it to a competitor with more foresight and initiative?

We are at your service, any time anywhere.

THE JOHN BUDD COMPANY
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

EDUCATING N. C. R. SALESMEN BY MEANS OF PRINTED MATTER

SALESMEN TRAINED TO KNOW THEIR PROPOSITION—THE METHODS OF APPROACH—THE DEMONSTRATION, PLAIN AND UNDERSTANDABLE—HOW THE COMPANY INSPIRES EVERY MAN TO BECOME A "TOP-NOTCHER"

By E. D. Gibbs,

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Company.

A young man who was just starting out in the world asked a well-known N. C. R. salesman for the secret of his success.

"Well," said the salesman, "I'll give you a pointer, but you must keep it a secret."

"All right," said the young man. "Tell me, how do you manage to be successful?"

"Well, I always make it a point," replied the salesman, "to wear out the soles of my shoes instead of the seat of my trousers."

I have received many letters asking for further information upon the selling methods of the N. C. R., more especially upon the instructions given to the men—instructions which result in an increase in activity—mental and physical. This article is devoted to a review of some of the N. C. R. printed instructions to its sales force.

Let us first examine a statement of the company wherein they state the cash register proposition most fully and clearly:

WHAT THE N. C. R. GIVES AND DEMANDS

"This company puts into its agents' hands the greatest proposition that a salesman could ask for.

"It provides a splendid class of goods. It arms and equips its selling force with cash registers which, in point of merit and price, are absolutely beyond the reach of competition. No N. C. R. sales agent has any right or reason to be afraid of any sort of competition for one instant.

Copyright, 1911, by the Printers' Ink Publishing Company.

"It provides splendid advertising matter, every facility for doing business smoothly, and the strongest inducements to success.

"It demands men who are not only smart, but industrious; men who are willing to work both with hands and brain; men who are conscientiously bound to find out the very best way to do everything that needs to be done in the business, to learn the best arguments, the best answers to every objection, the best methods to overcome every obstacle, the best principles of work and accomplishment, and who are bound to reach the highest peak of success.

"There are plenty of other businesses where men can lag behind and straggle half way down the mountain side, and still be accounted fairly successful; but the N. C. R. organization wants all its people at the top—it wants every man a 'top-notch,'

"The race for business is so swift at the present day that only the speediest can hold the pace; and our organization cannot afford to keep within its ranks any man who, by lack of conscientious determination to do his best, holds back by one step its forward progress.

"Say to yourself at the very start: 'I am in this business to sell registers and make money. I can't afford to fool or trifle with it. I can't afford to go at it in any haphazard sort of way. I can't afford to neglect or overlook any ideas that will help to make my work a success.'

"If you are really determined to learn the most effective way in which every point should be treated, you *will* learn it, and you will increase your sales accordingly. If you thoroughly make up your mind to do it, you *can* do it."

Sounds logical doesn't it? No beating around the bush there. A good, square, straightforward statement. Such an expression from the heads of a concern is bound to give a man confidence; give him courage and cause him to have a fine respect for the business, the company he represents and himself. It is "good medicine."

THE BIG

DO YOU KNOW

that at comparatively small expense you can reach every month over 100,000 different doctors—practically every physician in the United States in active practice? Do you know how valuable an asset to any business the patronage of the medical profession always proves? Do you know the powerful influence every doctor wields in his community? Finally, do you know that

"THE BIG SIX"

—a group of the leading, up-to-date monthly medical journals of the country—offer the quickest, surest and most economical way of securing the attention, good will and active support of the physicians of the country?

Why not investigate the opportunities that advertising in these high-grade medical journals hold for you? If other reputable advertisers can obtain results of the most gratifying character, *why not you?*

For further information address

THE ASSOCIATED MEDICAL PUBLISHERS

S. D. CLOUGH, Secretary
Ravenswood Station, Chicago, Ill.

A. D. MCTIGHEE, Eastern Representative
225 Fifth Avenue, New York City

AMERICAN JOURNAL OF CLINICAL MEDICINE
Chicago, Ill.

AMERICAN JOURNAL OF SURGERY, New York City

AMERICAN MEDICINE, New York City

INTERSTATE MEDICAL JOURNAL
St. Louis, Mo.

MEDICAL COUNCIL, Philadelphia, Pa.

THERAPEUTIC GAZETTE
Detroit, Mich.

THE BIG

Service

A. B. BENJAMIN, Proprietor
 1. A. B. BENJAMIN, Proprietor
 2. A. B. BENJAMIN, Proprietor
 3. A. B. BENJAMIN, Proprietor
 4. A. B. BENJAMIN, Proprietor
 5. A. B. BENJAMIN, Proprietor
 6. A. B. BENJAMIN, Proprietor
 7. A. B. BENJAMIN, Proprietor
 8. A. B. BENJAMIN, Proprietor
 9. A. B. BENJAMIN, Proprietor
 10. A. B. BENJAMIN, Proprietor

Alfred Benjamin & Co

ONE 400-400 LAFAYETTE ST.

NEW YORK, Oct. 16, 1911

Mr. J. Chas. Green,
 San Francisco, Cal.

Dear Sir:-

At the request of Mr. Hal Berger, we are enclosing you herewith copy of a circular letter which we are sending out to our trade and which he thought would interest you.

We feel indebted to you for your able manner in handling Berger's advertising and trust some day to meet you.

Yours very truly,

Alfred Benjamin & Co

ENCL.



Alfred Benjamin & Co.

ONE 400-400 LAFAYETTE ST.

NEW YORK,

Oct. 16, 1911

Very much from now on you will receive one or more advertising suggestions from us appropriate to the time.

Just such as called your attention to the "Wear a Benjamin" phrase which we are going to make known universally.

In connection therewith, we would advise you to purchase a complete set of this phrase on all types like enclosed photo of Berger's, San Francisco. Also on every picture screen and in your program. Also arrange with your theatre giving continuous performance, to have one or more of its actors use the phrase "Wear a Benjamin".

Tell us what you think about this.

Another suggestion. The evening of October 15th in Baltimore the ad was in the Herald. At New York, page 10.

Millions is an estimate of general suggestions and comments in our country. There are many and some of all these being suggested to be thus especially active.

In England particularly, as related to Berger's "Millions", the evening is frequently celebrated by meetings of young people thus various places, companies are gathered at the site of revealing Berger's trademark and area.

Remember this comment in your ads and get the young men to dress up in Benjamin clothes.

Yours very truly,

Alfred Benjamin & Co

San Jose
 Vallejo
 Pelaluma
 San Rafael

J. Chas. Green Co.

Billposting — Painted Displays
 SAN FRANCISCO

And here is a comment upon approach:

"It is manifestly impossible to prescribe a definite form of words and require salesmen to use that in all cases when they approach storekeepers at the first interview. What would be proper to say to one man under given circumstances might be unsuitable to say to another under different circumstances. Much must be left to the discretion of the salesman. At the same time there are certain leading statements to be made, and certain ways of making them, which experience has shown to be well adapted to the end in view. Some of these forms are here given in order that beginners may profit by them.

"It is not necessary that the introductory talk with a storekeeper be long. Often a short talk is more convincing."

We strongly disapprove of obscure introductions and all tricks, and believe that a man who has something worth saying, and is not ashamed of his business, can make known his errand in a bold, straightforward manner.

THE QUESTION OF HONESTY HAS TWO SIDES

That last paragraph will bear a second reading. All salesmen, no matter in what line of business they may be, could follow that advice with profit. There is much talk these days about honesty in advertising; there is just as much to be said on the subject of honesty in selling.

E. A. Deeds, general manager of the N. C. R., once took the subject, "Honesty," as a topic for a fine address he made to a convention of agents held back in March, 1905. He said:

"Honesty is something that you have heard about a great many times. Honesty has been talked about almost since the world began, yet I do not believe that there are any absolutely honest men in the world. I do not mean the kind of dishonesty that is manifested in the stealing of money, but I refer to the subject in a more personal way, and ask you whether or not you are absolutely honest with yourselves.

Do we do every day all that we could do or should do? I know from my own experience that I do not. I am, therefore, not honest with myself. I come to my office in the morning and find on my desk a number of matters which should receive attention. I work hard all day long and go home at night tired and say to myself that I have worked hard and done an honest day's work for the company. But if I had been absolutely honest with myself I would not have done as I did. In looking over the result of the day's work I find that there were a number of important things which I left until the next day and spent the time on things which should have been turned over to some one else. If I had been absolutely honest with myself and my company I would have turned over the less important things to someone else and given my time and attention to the important things and not left anything until the next day. I believe this condition is true of salesmen. I believe it is every man's duty to sit down regularly and look himself squarely in the eye and say: "What on earth have you been doing in the last few weeks?" Men should be honest with themselves and ask themselves such questions as these. If every member of a selling organization would be absolutely honest with himself there would be no reason why he would not be in a position to break all previous records and make a lot of money. This is the kind of honesty that makes for success."

APPROACH AND APPEARANCE

Here is some advice on physical appearance and attitude:

"Do not approach a man with a shuffling, shambling, lopsided gait. Carry yourself erectly—which does not mean stiffly. It would pay many a salesman to learn how to walk. That is a thing which ought to be taught in our schools. The majority of children are taught to 'go alone,' as the saying is, but they never learn to walk.

"Bright eyes, clear skin and sound white teeth are always an attraction. These come from

plenty of sleep, good digestion and soap.

"Men like to talk to a man who appears healthy, active and wide-awake. His physical vitality affects their minds favorably toward him and his goods. They miss that satisfaction in talking with a man who looks jaded, heavy-eyed and sallow.

"Every man is not gifted with good taste or a fine complexion, but every man can at least be neat and wholesome. There is no excuse for any salesman wearing a shabby hat, soiled collars, or frayed ties, or exhibiting black fingernails, or a smutty, oily face. In the end, soap is cheaper than dirt."

And when it comes to the matter of handling a prospect, telling salesmen what to do and what to say, you can't beat the excellent advice that the sales department gives to its 1,500 or more agents. Here is a strong item:

"We want to impress upon all our salesmen and especially the new members of our selling force, that the fundamental idea to be kept in mind in demonstrating a National Cash Register, and the very first point to impress upon a prospect is the importance of the matter he is inquiring into. Make him realize that he is not listening to the demonstration to oblige you, or out of curiosity. If he is the sort of man who will take time from his business to be entertained by you, he is not the man you want to talk to. You cannot afford to waste time on him. You want to make your prospect feel that the matter is of serious consequence to him."

And this, too, is good:

"Don't be a quitter. Never say: 'This is too tough a proposition for me. I cannot sell a cash register to this man.' If he needs one, and if he ought to have one, make up your mind that you can and will sell it to him. If you cannot do it in the way you have started, take another tack. Make up your mind that there is a way to close him, and you will find it. If it is in the man's personality, determine that you will discover the spot in his character that you

ought to touch; if it is something peculiar to his store, that you will learn the facts and act upon them. If the fault is in your own argument or lack of knowledge, set yourself to study and strengthen yourself where you are weak. It is a big mistake to say of any proposition, 'This is dead easy.' It is another mistake to say, 'It cannot be done.' The right thing to say is: 'This may be a hard nut to crack, but there is a way to do it. I'll keep at it with courage and patience and do it.'

"Don't allow yourself for one instant to entertain that delusion of weak minds that anything which ought to be done is impossible; that there are some obstacles which cannot be overcome, some difficulties too hard to wrestle with, some problems too intricate to solve. There is always a way to do anything which ought to be done. If you cannot untie the knot, cut it."

The company teaches its men to be aggressive. They say to them:

"Don't put yourself in a defensive attitude. Don't talk as if you were trying to prove that you are not telling the truth. When you say a thing is so, state it as an undeniable fact. If it is a question of veracity, don't protest violently that it is so, and altogether so, whether he believes it or not, and that you can prove it. State only facts, and assume that he believes you."

DIRECTNESS ESSENTIAL

Next we have another of those straight-from-the-shoulder hits:

"When a man asks you a direct question, answer it directly. Don't dodge. Don't go round about and begin with a lot of explanations.

"If he says, 'How is this?' or 'What about that?' don't begin by saying 'Mr. So- and-So, when this company first went into business,' etc. Don't give him a lot of ancient history and gradually lead up to the answer to his question, or lead away from it trying to make him forget it, but answer him directly, instantly, plainly. Then, if your answer is founded upon other facts, or the

PLAY SAFE!

Are you considering *all* the factors to sales-success? Cautious introspection, *in advance*, is more satisfactory than knowing "how it happened" *afterward*.

Stop! Look!! Listen!!!

The most carefully thought-out and systematically planned campaign of sales-publicity frequently (like other best laid plans) goes astray. It costs nothing extra to "play safe"—and that is less expensive than learning the right way after the appropriation is spent.

Don't Overlook Anything!

The logical links in the publicity chain, where a general demand is to be created, are general publicity, logical publicity, and direct-touch store publicity. Like other chains, this one is no stronger than its weakest link. If you overlook this fact, you are not playing safe.

Is there a Weak Spot?

The dealer, being the court of final appeal, is a mighty important factor. Not slighting him—are you? Anyway—*better go over that plan again—carefully*. If you happen to find that you are banking a little too strongly on what the dealer will have to do (instead of what he *may* do)—*that's a weak spot*.

Learn (without any expense or obligation on your part), what International Advertising-Sign-Service, incorporated into your sales-publicity plan, will accomplish for you, with your dealer.

WRITE

THE INTERNATIONAL SIGN CO.

1020 PROSPECT AVE.

- CLEVELAND, OHIO

history and general policy of the company, bring it out afterward.

"Never let yourself be stumped a second time by the same question. There is no excuse for any salesman being at loss to reply to any question put to him if he will take pains to understand his subject and avail himself of the training and suggestions and help which the sales department extends to him at all times.

"Let your argument be strong and unwavering on the point that a business man should see a thing for himself and fairly understand a proposition before he rejects it."

The following point is a mighty good one as any successful salesman can testify:

"Do not attempt to talk to a man who is not listening, who is writing a letter or occupying himself in any other way while you are talking. That's useless, and is a loss of self-respect and of his respect. If he cannot give you his attention, say to him: 'I see that you are busy. If you can give me your attention for a few minutes I shall be pleased; but I don't want to interrupt you, if you cannot spare the time, and I will call again.'

"Put yourself in his place from the very start. Make him feel, not that you are trying to force your business upon him, but that you want to discuss how his business may be benefited by you."

Following this comes some good talk on handling the prospect so as to get his good will:

"Whatever you do, do not antagonize him. Do not interrupt him when he is talking; let him have his say. Do not let him feel that you are a bore, or that you are trying to get around him by any tricky misrepresentation of your purpose or your business. Make him feel that you are honest with him from the start; that you have come to talk business, but that you do not mean to intrude on him if he cannot spare a moment; that you sincerely believe his interests are identical with yours; that you are only anxious to discuss the matter impartially. Let him feel that you are a gentleman.

"The instant a prospect shows

a readiness to listen, give him your story quickly in a nutshell. If he evinces a willingness to hear you, take his willingness for granted. Don't make a long preamble. Don't waste a lot of words saying, 'If you will only listen to me I will tell you this,' or, 'If you will free your mind from prejudice I will explain that,' or, 'If you will only give me your attention for a few moments I propose to tell you the other.' Don't 'propose,' but tell him.

"By your previous investigation of his store and methods you are prepared to give him facts, not surmises. You know his weaknesses. Let these truths, like solid shot, go straight home. In a quiet, dignified way show the strength of your position.

"The point at which to begin with a prospect is the point *where he is ready to begin*. Take him as he stands. Get his story first, if he has one to tell. Don't cut him short. Listen to his tale of woe. Sympathize with him. Find out his state of mind, then when you have a good map of his mental attitude you are a long way toward laying out your own campaign."

And even after a man is sold they teach the policy of the best customer being the satisfied customer as witness this statement:

"Probably there is no other one mistake which good salesmen make, so bad as the failure to get all the advantage out of a sale once made. Even good salesmen are apt to think when a contract is signed that that is the end of the profit for them in that direction. As a matter of fact, there is no other assistance which a salesman can turn to his account so valuable as the good will of a satisfied customer. It is, if properly used, a perpetual, standing advertisement right in the locality where he needs it most."

No wonder, is it, that a few months ago the one millionth National cash register was sold?

WHY SOME FAIL

The following list of reasons why a salesman does not succeed was compiled from a careful study of the reports made at local

and general conventions; also from personal inspections of agencies and examinations of the methods used by the salesmen:

A salesman may fail from lack of tact in introducing himself to the storekeepers he visits.

He may fail if he is slovenly and careless in his dress and habits, because this leads other men to suspect that he is not prosperous and does not represent a first-class concern.

He may fail because he does not answer the prospect's questions and objections intelligently, concisely and without too much detail.

He may fail if he speaks indistinctly, or too rapidly, or if he lacks animation and earnestness.

He may fail because he indulges in ungentelemanly, awkward expressions and gestures, or offends the prospect by undue familiarity.

He may fail for lack of dignity.

He may fail by neglecting to urge the prospect to go with him to see the register. He should frequently do so while having the preliminary talk.

He may fail because he gives an indiscreet answer to the prospect's question.

He may fail by not making proper use of the advertising matter furnished for distribution.

He may fail because his office is uncleanly or disorderly and his samples are not properly displayed.

He may fail by not giving due attention to window display, which is an effective means of advertising.

He may fail because he does not fully understand the register himself, or cannot describe it in suitable language.

He may fail for lack of knowledge of the prospect's business, and the way in which our register would help him.

He may fail because he does not write down and use important information and arguments published in *The Hustler* and *Blackboard*.

He may fail because he neglects to show the low-priced as well as the higher-priced registers.

He may fail because he avoids the expense of sending out circular letters and carrying enough samples with him when on the road.

He may fail by neglecting to do or say one or more of a hundred different things in the right way; also by doing or saying a thing at the wrong time, in the wrong way.

President Eliot, of Harvard College, said: "One of the greatest powers is that of persuasive speech and one of the things which it is now the effort of every university to teach men is this, the power of persuasive speech and clear statement. It is needed in speaking to a few men assembled in committee, in court, or in a faculty, which is one of the most contentious debating clubs that I know of."

The N. C. R. understands this and everything they do in the way of instruction to their men, is of a thoroughly practical nature. They teach their men how to talk and what to say when they do talk. They train them to make sane, understandable demonstrations of the product and as a natural consequence these men are highly developed as sellers of merchandise.

It was a true philosopher who said: "A real salesman is one part talk and nine parts judgment, and he uses the nine parts of judgment to tell when to use the one part of talk."

A prominent N. C. R. salesman was asked for the secret of his great success. He said:

"Hard work, sticking to a prospect as long as there is the remotest chance of selling him, and always referring him to users in his neighborhood. Never taking 'No' for an answer; having patience with people, and insisting that they look at my goods, giving them to understand that it places them under no obligations to buy."

That, in a nutshell, is the sentiment of all experienced cash register salesmen on the question of how to handle prospects and land business.

THE PECULIARITIES OF COAL ADVERTISING

EASY TO WRITE STRONG COPY, BUT PINCH COMES IN MAKING PRODUCT LIVE UP TO IT—A STANDARDIZED GRADE, OF TRADE-MARKED QUALITY, MOSTLY A DREAM—THE APPALLING LAXNESS OF STATEMENT INDULGED IN BY ADVERTISING WRITERS

By George L. Miner,

Treasurer, Doc & Little (Coal) Company, Providence, R. I.

Two or three years ago a man broke into the coal business in a New England city. He had the instincts of an advertising man. He secured an advertising writer (sic) and ran a handsome series of double-column newspaper advertisements designed to sell coal. They were good ads.—in many respects. They talked quality—the kind of coal that burns all up, leaves a minimum amount of ash, that is free from slate and bone. They talked clean coal, free from dust and dirt. They talked immediate delivery service. The bright coal man even went so far as to get up a chute with a canvas bottom and the ad-writer let loose with a beautiful headline, "Noiseless Coal Delivery!"

HIGH ANTICIPATIONS ACCENTUATE DECEPTION

The only trouble with the ads was that they were not true. New customers came in with orders and returned in two or three days to register vigorous complaints. The coal was the same in quality as that they had always been getting from their old dealer, not a bit better. They found that it had the same percentage of bone and slate that they had always found, only it seemed worse than usual because their anticipations had been aroused. As for dust and dirt, their old dealer had always sprinkled their coal, and it was always well screened, and they couldn't see any difference; as a matter of fact there was considerable breakage in the bin which the vivid advertising promises turned into quite a big pile.

Cold weather came, and snow with it. People clamored for coal. Orders piled up; team-loads were cut in two by bad going. "Immediate Delivery" faded away and the coal office was hot with protests from men who accused the coal dealer of "four-flushing." The "noiseless chute" lasted about a month. The coal had dropped onto the cellar bottom with the same old rattle and banged against the sides of the bin with a racket emphasized by the headlines of the "noiseless delivery" ad.

The case of this bright coal man and his bright ad-writer (the coal dealer has since given up the coal business) came forcibly to my mind when I read the article in *PRINTERS' INK* of October 19, entitled, "How Coal Might Be Advertised," by J. George Frederick.

Mr. Frederick's article was interesting. I wish it had been a little more practical.

COAL DOES VARY

Not to dissect the article too much in detail, let me answer Mr. Frederick's question: "Why specify a brand name for a five-cent article and not for six, seven and eight dollar goods?" The answer is that a particular brand of coal shipped month after month from the same mine does vary in character, and when a coal man advertises that particular brand (naming it by a trade-mark of his own if he chooses) he educates his customers to uniformity in character of the coal, and fools them. Better for his reputation not to have tried it. I have seen two cargoes of anthracite coal shipped from one of the large coal-producing companies, each from the very same breaker, vary so much in hardness that it called for a great deal of careful explanation that anthracite coal, while it all averages up to just about the same efficiency as to heat units, does vary in burning characteristics.

BUT COAL IS COAL

The truth is that not only "the general public peacefully supposes that 'coal is coal,'" but so far as

The MILWAUKEE JOURNAL

is now a *seven-day publication*, the first number of the Sunday edition being printed on Nov. 19th.

It is the intention of The Journal Company to serve its readers seven days a week, *with the same kind of a newspaper* it has heretofore served them with *for six days a week*.

The price of the seven-day publication is 7c per week to regular readers.

To all others, 2c a copy.

The circulation of the Sunday edition is guaranteed to be more than 40,000 copies.

The Journal will accept advertising for the Sunday issue at the same rate as for the daily.

Rate 7c flat per line.

C. D. BERTOLET, Mgr. Foreign,
1101-10 Boyce Bldg.,
Chicago, Ill.

J. F. ANTISDEL,
366 Fifth Ave.,
New York City.

LIKE MAGIC

Phenomenal Success of the Evening
Herald

Sweeping the Evening Field of Pros-
perous Los Angeles

Adding Over 500 New Home Sub-
scribers Daily

Publishing More Columns of Real
News Than All Other Evening
Papers Combined

Ideal Evening Home Newspaper
Already Circulating Over
40,000 Copies

Adding New Facilities and New
Exclusive Features

Rates Based on "Genuine" Not "An-
ticipated" Circulation

Its Destiny Determined by Spontaneous,
Universal Public Demand

EVENING HERALD

LOS ANGELES

CALIFORNIA

family coal business is concerned coal is coal. The consumer may buy Lehigh coal or he may buy a free-burning coal—the two broad types of anthracite—but to brand a particular Lehigh or particular free-burning coal and guarantee its uniformity of character brings disappointment to dealer and consumer.

Of course it is possible for a dealer to ship coal from operators of individual low-grade anthracite mines. Such exist. But this injustice to the consumer speedily brings its own cure. Such dealers cannot survive competition with the regular high-grade anthracite coals. Such a course is deliberate business suicide, and is rare.

Coal is as the good Lord made it. Dug from the ground with its share of "roof," bone, slate and stone, it goes through the breakers, is prepared by screening and picking out the foreign matter and is shipped. Prepared coal always has some slate and bone; it is not practicable for the operators to get all foreign matter out. Prepared Pennsylvania anthracites, as handled by any reputable dealer in any community, average up to just about the same thermal units. (Mr. Frederick evidently confuses the British Thermal Units of bituminous coal with those of anthracite. Anthracite averages nearer 12,000 B. T. U.'s than 14,000.)

BITUMINOUS NOT ANTHRACITE

To confound the issue of advertising anthracite to the householder on the basis of heat units with the manufacturers' and governments' tests of bituminous coals is to befog the topic, "How Coal Might Be Advertised." Almost all large users of bituminous coals (which vary greatly) depend not only on B. T. U. laboratory tests, but on practical evaporation and working tests which are generally conceded to be by far the more important. Advertising bituminous coal is a selling proposition of its own.

It may be true that some operating company might work seams of anthracite of varying degrees of "efficiency" and hardness,

might keep the coal separate in putting through the breakers and shipping, and sell under different brands at varying prices. But I do not believe such a procedure would be financially possible without charging so much more that the consumer would not pay the difference for the extremely slight advantage he might obtain in uniformity of his coal.

If this is true, the whole scheme of advertising a branded coal fails.

SUBJECT ACADEMICALLY INTERESTING

So much for destructive criticism of the question of advertising coal. Mr. Frederick has opened up discussion that is academically interesting. If as a practical problem he can find a coal-producing company that can so mine and prepare anthracite coal as to produce (as he describes it) a "standardized line," a "special trade-marked grade, guaranteed to maintain a thermal efficiency of, say, 14,000 units," on which "dealers would stake their reputations . . . and consumers could quit gambling with their coal and get something uniform and responsible," then he will undoubtedly find a use for an advertising campaign started by such an ad as his clever imaginary copy on "Hearthfire Coal."

Now let us proceed to a consideration of how coal *may* be advertised.

At first blush coal is a plum for the advertising man.

It is a necessity. It is bought by the bulk of the purchasing population, except in a few extreme cases of the largest cities where apartments and hotels house a large proportion of people. It has points of interest to talk about; both the coal itself and the service the advertising dealer can render are subjects of interest.

COAL ADVERTISING CLASSIFIED

And yet almost all coal advertising, so far as my observation goes, can be grouped under three heads:

1. The usual direct simple ap-

peal, more or less permanently displayed in newspapers: "Jones & Company. Good coal; prompt delivery."

2. The attempt to arouse attention, usually more or less flip-pant: "Buy Jones' Coal. It's Hot Stuff."

3. Untrue coal advertisements: "Buy Jones' 'Quality' Coal. Always uniformly good. Absolutely free from slate and dirt." An actual case of the bad effects of this type of exaggerated advertising was cited in Mr. Frederick's article.

Now, at the risk of getting the merry laugh from ad-men I am going to make one or two breaks at the subject of advertising coal.

COAL CONSERVATION WHAT IS NEEDED

First allow me to sit on the idea of the producing company conducting a newspaper campaign to create demand for a particular brand of anthracite. Anthracite coal is not going to last forever. Conservation should be the foundation for all coal operations. A campaign to exploit a certain brand of coal might effect some economy in a particular breaker or series of breakers by concentrating the demand. But somewhere else would fall an equivalent loss.

For it would be unwise, I think, and I do believe that this is the broad economic way to look at it, to try to increase the consumption of prepared anthracite unnecessarily.

The only plan that looks sound to me now for the coal operating companies is to exploit their by-product,—briquettes. This is being done by three or four companies, chiefly by circulars and advertising locally through dealers. Here lies a pretty problem for the advertising man to tackle,—the exploitation of briquettes. It is a simple, straightforward selling proposition which I think everyone agrees is to be based on educating the consumer to know the why and how of briquette burning.

Developing a by-product is better than wasting money on ex-

plotting our fast-decreasing coal and we will then eliminate the particular-brand publicity for the anthracite operating companies.

LAXNESS OF COAL AD WRITERS

I am appalled at the laxness of statement put out by advertising writers under the plea that you must exaggerate to sell the goods. Here is an extract from a newspaper ad I have before me (from a city of 30,000 population):

"Coal that is all coal and nothing else. No dust, no dirt, no slate." What can a man be thinking of to put out such stuff over his signature? He knows that it is a lie; and think of how his word is discounted by the consumer who buys the coal with the inevitable percentage of bone and slate that is always present in prepared anthracite. It's only "advertising!" Hasten the day of absolute truth in printed salesmanship,—a day toward which all real advertising men should bend every energy.

CONFIDENCE THE REAL BASIS

Confidence is at the bottom of all good coal advertising. And the successful coal dealer is the man who builds confidence by an integrity of purpose and personality in all the factors that come under the broad head of advertising. I would group these business factors somewhat as follows:

1. Business-like equipment; plant, office and rolling stock.

2. Courtesy, promptness, attentiveness and patience in every department of service,—the boss, the clerks, teamsters, "strikers."

3. Personal salesmanship; straightforward effort on the part of all employees to get business.

4. Printed salesmanship, including: (a) A circular or personal letter once a year to all customers and a selected list of prospective customers notifying them of the summer drop in price; (b) Newspaper advertising followed faithfully in season and out; (c) Street car ads; (d) Bill-board ads; (e) Mailing circulars and booklets; (f) Novelties, calendars, etc.

BOOKKEEPER'S DISPOSAL OF ADVERTISING EXPENDITURES

LEADING ADVERTISERS CHARGE THIS AS EXPENSE, IN SPITE OF A CERTAIN RELUCTANCE, OF SOME, TO DO SO—"NO OTHER WAY OF DOING IT"

How do leading concerns actually enter advertising expenditure on their books; as expense or investment?

A correspondent of **PRINTERS' INK** writes that an answer to this question would help him more than many reams of theory. "What is done when the expenditures get into the hands of the bookkeeper? What ledger does he open? I am a manufacturer and specific information will help me in appraising the earnings of my advertising expenditure."

PRINTERS' INK requested the views of some of the well-known advertisers. Following is the reply of Lewis E. Kingman, advertising manager of the Florence Manufacturing Company, making the Prophylactic toothbrush:

Our advertising expenditures are charged as an expense. We do not see how this could be otherwise handled.

As a matter of fact, we have a realizable asset in our trade-mark names, brought about by long continued publicity, but it does not seem to us good business to carry this on our books as an actual dollars and cents asset.

William H. Ingersoll, advertising manager of Robert H. Ingersoll & Bro. ("Ingersoll Dollar Watch" and "Ingersoll Trenton Watch"), New York, agrees with Mr. Kingman in believing that advertising should not be represented entirely as an operating expense. Mr. Ingersoll says:

In response to your favor of the 18th, inquiring as to how we charge our advertising, we would say that it is our custom to charge it as an expense. We do not do this because we believe that advertising ought to be charged entirely to expense for we are well aware that our factories and offices could be destroyed completely by fire and yet the biggest asset of our business would remain, namely, the good will, and that this is largely due

to the advertising which we have done and charged as an expense.

Our method is due no doubt to the custom of some time ago and probably the prevailing custom now to consider advertising only an expense. We know of no definite way of determining how much of it should be charged to expense and how much as an asset, and we are aware of no house having solved this problem satisfactorily, but it is something that will no doubt receive the attention of the efficiency men and the enlightened accountants in the early future.

E. T. Welch, of the Welch Grape Juice Company, writes as follows:

To a somewhat similar question that was put to us a short time ago, we replied that we considered advertising partly an expense, partly an investment. So far as the bookkeeping is concerned, we do not see how any concern can do otherwise than charge advertising up to expense for each year. We suppose some concerns carry an amount on their books for good will, but it has been some years since we took good will into consideration in our yearly statements.

H. K. McCann, advertising manager of the Standard Oil Company, is of the opinion that practically all advertising, "probably 99 per cent of it," he says, should be charged as an operating expense. He goes on to say:

Certainly all continuous advertising campaigns that run on from year to year must be considered as such, and I can conceive of but very few instances where it would appear to me to be legitimate to charge advertising into capital account.

I realize that there are two sides to this question and that exponents of the other side can make out quite a strong argument in favor of capitalizing advertising expense. In my opinion, however, this is a dangerous thing to do.

LEAGUE EXHIBIT HERE

The advertising exhibit of the New York Advertising Men's League of New York, of which club W. H. Ingersoll, of R. H. Ingersoll & Bro., is president, was shown at the Business Bourse, New York, last week. Since its display at the Boston Convention in August, it has been traveling through Canada, and from New York will go to the South and West. The exhibit shows tables of psychological tests made on advertising by Prof. Hollingsworth, of Columbia University, and Dr. E. K. Strong, Jr. It also shows the principles of advertising arrangement and art, according to Prof. Frank Alvah Parsons, of the New York School of Design.

Graphic charts and tables provide interesting comparisons of advertising and selling notes.

Advertising Man —Plus

I am an advertising man in the broad meaning of the word; have had ten years' advertising, selling and general business experience; am the kind of man who would sell your goods in PERSON—behind the counter or on the road—and hobnob with your superintendent of manufacture long enough to KNOW the facts THOROUGHLY before writing copy. If necessary would take a technical course in your line.

Was with mail order house two years; chief correspondent for concern marketing proprietary article throughout the world for three years; later assistant advertising manager for wholesale house and had full charge of sales correspondence for two years; last three years with advertising agency.

Past employers say I am unusually able and energetic, that I am a strong writer with a convincing style of expression, possessing sound business judgment, managerial ability, good habits and faithfulness.

I don't "know it all," but I have initiative and ideas and know how to get things done; conservatively enthusiastic and can enthuse others; a student of the modern efficiency idea in business; have a forceful, agreeable personality; age 31; married.

I seek position as advertising manager for manufacturer or wholesaler in New York or as assistant to strong man in such capacity.

Address HUSTLER, box 400, Printers' Ink.

Printers' Ink

¶ Every copy is an impulse to original thinking.

¶ Pass the word along to your friends.

THE LARGEST MUNICIPAL MARKET IN THE WORLD

Mayor Gaynor of New York was quite disgusted recently when he spoke at a function in another city to have the chairman of the evening introduce him as the head of the third municipality of the world. The Mayor told about it at the fiftieth dinner of the Advertising Men's League of New York, November 2. "The fact of the matter is," said he, "I happen to be Mayor of the largest municipality in the world—unless it chances that there is one in China that outnumbers us."

The same fact is enlarged upon in a Washington dispatch printed in the October 30 issue of the *Wall Street Journal*, New York. The authority for the statement is Census Director Durand, who points out that according to the last Federal census, New York city contained in 1910 a population of 4,766,883; and, according to the last English census, the Administrative County of London had in 1911 a population of 4,522,961. The increase in the population of New York city from 1900 to 1910 was 1,329,681, or 38.7%, while during the ten years from 1901 to 1911 the population of the Administrative County of London decreased 13,306, or 0.3%.

Since 1870 the rate of growth of the Metropolitan District of New York has steadily increased, while that of Greater London has steadily decreased. In view of these tendencies, it is not unreasonable to assume that the rate per cent of increase from 1910 to 1920 will be for the New York district at least as high, and for the London district at least as low, as from 1900 to 1910. Taking the percentages as the same, in 1920 the New York Metropolitan District will have at least one million more inhabitants than Greater London. In fact, on this assumption, the former will have passed the latter by 1915, the population estimated for the Metropolitan District of New York, at that time being 7,681,546, and for Greater London 7,548,883.

New York can therefore undoubtedly soon justify claim that it has within the area of its Metropolitan District the greatest aggregation of population in the world.

Assuming also that the rates of increase in population shown for the last decade, 1900-1910, will be continued to 1930, New York city alone will have before 1930 more population than Greater London, the estimates for 1930 being 9,170,382 for New York city and 8,808,027 for Greater London.

These estimates of the future of New York city not only have a deep significance to men in every branch of the advertising field, but to all manufacturers in the country to whom this wonderful growth offers the most highly concentrated and, withal, the most interesting field in the world for the marketing of their products. A field with such a future surely is due to receive even greater intensive development than in the past.

TO ELIMINATE STAMPS

Proposals have been made to postal authorities in Europe that postage stamps be done away with, wholly or in part. No one who knows what the mail traffic of a large commercial concern is will wonder at the dissatisfaction with the present system. The entire time of one clerk frequently is required, and in some concerns several persons are occupied in placing the little oblongs of gummed paper on envelopes and packages. An experiment already has been tried in Bavaria of postmarking large consignments at the post-office, the operation being carried out by machinery and no stamps being used. In this way an enormous expense for printing, cutting and pasting paper stamps has been avoided and no affixing of stamps has been necessary.—*Postmaster's Advocate.*

POPULARITY OF AMERICAN SHOES ABROAD

At St. Etienne, France, writes Consul William H. Hunt, the American shoe must be very popular, for most of the show-window displays in the stores are full of French-made shoes bearing such labels as "American shape" and "American style," to attract buyers. In addition to these flattering evidences of the superiority of the American article we have the "Cordonnerie Americaine," a well-appointed footwear store, over the entrance of which floats the American flag, while the shelves do not contain a single pair of genuine American-made.

Speaking of the AMERICAN MAGAZINE:

The American Magazine
is not one of a group of
magazines, even though
it may resemble them in
size and shape.

Keith Gray

ADVERTISING DIRECTOR

EDITORIAL BULLETIN



A new Sherlock Holmes
in the December number

THE POULTRY ANNUAL

A Proved Sales Maker

The 1912 POULTRY ANNUAL issue of FARM AND HOME will appear February 1, 1912. It will be our eighth POULTRY ANNUAL.

The first one, published February 1, 1905, contained 81 columns of advertising. For seven successive years the POULTRY ANNUAL has kept growing bigger and better, delighting our readers and profiting our advertisers, until last year the advertising carried reached the splendid total of 162 columns, representing 277 advertisers.

The same advertisers who used our *first* POULTRY ANNUAL have used it every year since—and with constantly increasing space. This is positive *proof* of its paying power.

A Real Buyers' Guide for 50000

FARM AND HOME'S 1912 POULTRY ANNUAL will have a wealth of live, virile, original and *practical* reading matter, written by men and women who are acknowledged authorities on *practical* and *profitable* poultry production.

Yet FARM AND HOME'S POULTRY ANNUAL is not *all* poultry reading matter. Our other agricultural departments and our household pages are edited by practical men and women, all of whom have made *applied*—not theoretical—studies of their particular branches and who give *tried-out* advice in so plain, adaptable and *suggestive* a style that our readers are con-

Ask your agent, or write us today, at FARM

The Phelps Publishing

315 Fourth Avenue, New York City Myrick Building, Springfield, Mass. 1209 Poplar Hill

WILL APPEAR FEBRUARY 1, 1912-

ANNUAL OF FARM & HOME

Maker for Every Line

The FARM AND HOME POULTRY ANNUAL pays *small* advertisers as well as large ones; for there were some 200 small space advertisers in last year's issue.

It pays *general* and *luxury* advertisers as well as advertisers of poultry and agricultural necessities; for some of the best known "general" advertisers (of automobiles, musical instruments, household articles, bathroom fixtures, steam heating plants, wearing apparel and food products) have used it for years.

Because—its reading matter appeals to the *whole* family, and is so stimulating and *suggestive* that FARM AND HOME'S POULTRY ANNUAL is *renowned* as

500,000 of the Best Farmers' Families

prompted to put it into use; thus increasing their *needs*, and their ability to *buy*.

That's why FARM AND HOME'S 500,000 guaranteed circulation is among the most *successful* farmers—those who are making, and *spending*, the *most* money.

Rates \$2.00 flat per line. No increase of rate over the regular issues of FARM AND HOME. There's such a demand for space we always have to omit several columns of advertising.

A good deal of space is *already* sold. Don't you wait until too late.

by FARM AND HOME'S 1912 POULTRY ANNUAL

Publishing Company

Building, Chicago, Ill. 335 Palace Building, Minneapolis, Minn. Aberdeen, South Dakota

1912—FORMS CLOSE JANUARY 12

THE FINE ART OF WINNING A CONVENTION

THE INSIDE STORY OF PREPARATION AND INGENUOUS EXPLOITATION THAT CONVERGED UPON BOSTON—HOW WIRES WERE QUIETLY PULLED TO SECURE CO-OPERATION OF NORTHERN CONCERNS SELLING GOODS IN THE SOUTHWEST—ADVERTISING MEN AT BOSTON UNWITTINGLY SHOWED THEMSELVES KEENLY RESPONSIVE TO CONCENTRATIVE ADVERTISING

By Gus. W. Thomasson,

Chairman of the Texas Campaign Committee at Boston and Advertising Manager for Harris-Lipsitz Company, Dallas, Tex.

[EDITORIAL NOTE:—The convention season is just getting under full headway. Hundreds of conventions will be held here and there before spring. At each one of these, delegations from this city and that will bid against each other to secure the big event for their city the next time. Many a delegation has rested content to express its really eager desires by a flat and perfunctory invitation. What Dallas did before putting its invitation before advertising men at Boston is suggestive of plans that may profitably be employed by delegations elsewhere. The work has probably never been better done than Dallas did it.]

Although the Southwestern Division of Associated Advertising Clubs of America at its mid-winter meeting in Oklahoma City, Okla., in February had passed a resolution endorsing the candidacy of Dallas as the convention city in 1912, the active preliminary work of our campaign did not begin until May 2, 1911, at which time there was appointed by the Dallas Advertising League an "On to Boston" committee composed of seven members. This committee was made the nucleus around which was formed all the working forces employed in what has since been generously termed, both at home and abroad one of the most effective campaigns ever

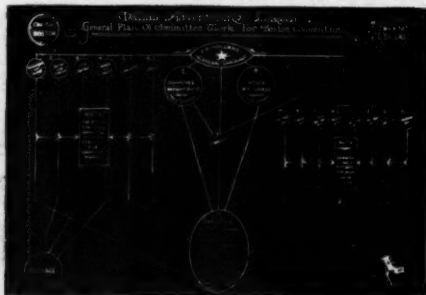
waged by a similar organization.

A word about the character of this committee might be interesting. In the first place, it was given plenipotentiary powers. While other committees were appointed and from time to time action was taken by the membership as a whole, no measure was attempted or undertaken without the final consent and approval of the committee of seven. In all that the term implies it was the power supreme. This relation existed up to the hour of departure for Boston, and in reforming the committee for work at Boston the plan of this committee was simply enlarged upon and in every instance where possible the same committeemen were used on the larger committee.

While a great mass of details were handled in the preliminary work, such as would be common to any undertaking of this kind, there were three general divisions into which our problems fell, namely, (1) publicity and home interest, (2) finance and transportation, and (3) club formation and correspondence.

GETTING THE NEWSPAPERS IN LINE

On our publicity committee were utilized the representatives of the leading papers of our city, all of whom entered enthusiastically into the work, holding frequent meetings and systematically outlining their particular campaign, to the end that there was featured in graphic style (1) at home what might be expected



HOW THE COMMITTEES WERE CO-ORDINATED

by the delegates on the trip to and at Boston, and by the citizenship of Dallas if the next convention should come here, and (2) to the out-of-state papers, to magazines and various periodicals were sent interesting stories about our plans for invading New England, and general data concerning Dallas and Texas.

Our membership at home was aroused to the highest pitch by special reports each week, at the weekly Tuesday noon meetings, and it became apparent long before the date set for our leaving that a very large number would go from Dallas with more than a sufficiency from the state at large for a special train.

Our finance committee waited until it appeared as if the psychological moment were at hand, when the whole city knew of the strenuous campaign then being waged abroad in the interest of Dallas and of the importance of our winning, and, with sections of the city assigned to members in groups of two, a whirlwind canvas was made for funds and a sum commensurate with our needs was raised in a very short period of time. It may be said, in passing, that never before in all of our history as an advertising club had we called upon the public for funds, and, further, that by reason of its real helpfulness to the business interests of Dallas in protecting them from all forms of fake advertising, its strict adherence to the policies for which its organization was originally formed, its eschewment of politics and non-participation in distressing and disturbing movements, the Dallas Advertising League was given a ready reception and the response with funds was both prompt and liberal.

Never was appreciation for a club made more manifest. Out of the splendid fund raised a definite sum was fixed to apply on each delegate's expenses to Boston (approximating one-half) and the balance set aside for financing other features of our publicity campaign. A very strict account of all expenditures was

kept and a report in writing made to all donors. There was not a single complaint from any source of any disbursement we made in Dallas before we went to Boston or in Boston after we arrived there. Everyone was fully satisfied.

The club formation afforded our own membership much enthusiasm. At the beginning of the year there were only two advertising clubs in Texas—our own at Dallas and one we had previously organized in Fort



HARRIS-LIPSITZ COMPANY

INCORPORATED IN NEW YORK
DAY COLOUR, NEWSPAPER, PUBLICATIONS
100 N. GILBERT ST. NEW YORK, N. Y.

DALLAS TEXAS, JUNE 14, 1912

Gentlemen,

Dallas wants something
It is the national meeting of advertising men
next year, 1913. A delegation 100 strong will go to
Boston this year, Aug. 1-6, to work for the meeting.
We want to ask you to aid Dallas all you can.
If your advertising manager will be at Boston,
ask him to meet for Dallas.
If there are other advertising men you feel
approach, make a good word for Dallas.
We will appreciate it.

Very truly yours,
GARY
HARRIS-LIPSITZ COMPANY.

P.S.—Ask for enclosure.

ASKING FOR OUTSIDE AID

Worth, near to us. We realized in asking for the honor of entertaining a representative body like the National organization that, naturally, advertising men over the country would look about our own household to see what we had done in the interest of the cause. The need was apparent. We applied ourselves speedily to the task and began at once correspondence with cities, through individuals, commercial clubs and other organizations, urging the importance of an advertising club in each.

The responses were most pleasing and soon we had more calls than we could well meet. The result was that eight clubs in all were organized, seven in our own state and one, upon special and

(Continued on page 62.)

"ENLIGHTENED SELFISH- NESS," "EVERYBODY'S" CALLS IT

PUBLISHER APPEALS DIRECT TO THE READER TO ANSWER—"ARE WE JUSTIFIED, OR NOT, IN EXCLUDING ADVERTISING THAT WE SUSPECT MIGHT DO HARM TO ANY READER IN MORALS, HEALTH OR POCKET-BOOK?"

By Erman J. Ridgway.

[This advertisement is the December "With Everybody's Publishers."]

We wish very much to have you understand just why we refuse to carry certain kinds of advertising, and if you think our position wrong in any detail, please tell us.

We often find it extremely difficult to make up our own minds about advertising that is offered to us.

The advertiser has rights. What right has a magazine to discriminate between advertisers?

Here are two companies selling land: why accept the advertising of one and decline the other?

Why does *Everybody's* decline whiskey advertising and run Malt-Extract?

Why run cigars and tobacco and decline cigarettes?

Why decline patent-medicine advertising even in the case of those remedies generally known to have merit?

Now that the pure food law is in force and the *possibly harmful contents of every package or bottle are clearly stated on the label*, isn't the public thoroughly safeguarded?

Grown men and women ought to know enough not to take stuff that will do them harm—ought they not?

Anyhow, they have a right to do with their own bodies as they like—have they not?

The general principle on which we proceed in declining advertising is very simple.

We will not run in Everybody's Magazine any advertising that we suspect might do harm to any of the readers of the magazine in morals, health or pocketbook.

It is possible that we might be compelled to run some of the business we decline.

Magazines might be reckoned as common carriers.

But advertisers would not care to bring suit and thereby advertise the fact that they have been suspected.

Besides, plenty of other publishers will take their copy.

Hundreds of newspapers and magazines would have to go out of business if they did not run the business *Everybody's* will not run.

If the suspected advertising is going to be run anyhow, what good do we accomplish for the public or ourselves when we decline to run it?

We wish you would think of these problems of ours. Not in a narrow, prejudiced fashion, but in a big, broad way; and tell us what you think.

Are we wasting our time, besides losing money, in trying to safeguard the public?

Here is a case in point.

A land company, operating in a distant state, sends us a page of advertising. The men behind the company apparently have good records. If the public buys their land and they carry out their promises, and the land is all they claim, it is a good investment.

But we have no means of knowing about the land—no way of making sure that promises will be carried out. There is a chance that the public will lose.

What would you do?

Here is an industrial concern with a good record. It wishes to enlarge its factory and do business on a bigger scale. If the public will buy its bonds, it may go ahead to great success. And it may not. How is any one to know?

When the chances seem to us excellent, we sometimes take the business. We could have hundreds of thousands of dollars of land and bond and mine business, if we would take it.

Bringing safe and good investments to the attention of the public is worth while; but we are extremely timid about risking

Advertisement

other people's money. It is often very difficult and very expensive to investigate a prospective advertiser. We can not afford to employ accountants and experts on land and mine and bond values, unless the advertiser plans to spend a lot of money with us.

Making money by carrying doubtful business, and thereby making it easier for our readers to lose money, would not contribute to our peace of mind.

That isn't "holier than thou," you see. It gets down to enlightened selfishness, with our own peace of mind as the desideratum.

While securing our own peace of mind in turning down practically all such business, we are probably being unfair to some sound business, and depriving our readers of some safe opportunities to make money.

What do you think?

ADVERTISEMENTS WE DECLINE—WHY

We decline cigarette advertising, because we do not care even remotely to help any boy acquire the insidious habit which undermines his health and his morals.

Whiskey and liquors generally we decline because we never had any respect for the saloon business, and do not care to be a party to it; especially do we not care to bring the bar into the home.

Malt is hard to classify. It is a liquor and a food and a medicine—a tonic. It is accepted by magazines quite generally. Do you think it should be declined?

We decline patent medicines, especially those that are designed to be used internally.

Grown men and women ought to know enough not to take anything harmful. But—

Rules for a well man are not rules for a sick man.

A sick man is in no condition to prescribe anything for anybody, least of all, himself.

We haven't the slightest doubt that thousands of people are kept ill by the constant use of patent medicines. Thousands are made ill by reading the literature.

A sick man ought never to diagnose his own ailment, prescribe for himself, or permit a patent-medicine advertisement to prescribe for him.

We believe that a sick man ought to consult a physician from whom he can learn what's the matter with him and what's the best remedy.

Physicians are prescribing more than medicine nowadays. They give just as little medicine as they must, and stop it at the first possible moment.

We have no slightest doubt that a good physician is the cheapest and best investment for a sick man.

"HOLIER THAN THOU?"

Holding these views, how could we run patent-medicine advertising in our pages? Making it easier for sick people to do exactly what, we believe, they should not do.

We have no quarrel with patent medicines. Many of them are meritorious. Many can be used to great advantage and profit under the physician's advice.

But—until some firm of patent-medicine makers comes along which recognizes these dangers we have pointed out and avoids them in its advertising and makes its appeal to the physician instead of to the public, we shall not be likely to change our policy.

It is horrible to think of the millions of dupes searching so eagerly for health, the prey of the conscienceless advertisements of conscienceless patent-medicine men.

Is that "holier than thou"? Is it not rather the horror all right-hearted people must feel toward men who will prey on the illness and weakness of their fellow men.

Some of the magazines are proving that they can live and prosper without running such business. Some of the newspapers also are declining it and thriving.

We cherish the hope that gradually all magazines and newspapers will find a way to live without carrying any business that might harm any readers in morals, health or pocketbook.

Advertisement

urgent invitation, in Oklahoma. Following close upon this achievement we called a state meeting in Dallas and, on June 20, brought about the formation of the Associated Advertising Clubs of Texas. It is needless to say that with these new organizations came enthusiastic individual and general endorsement of our candidacy for national preferment.

GETTING OTHER CITIES TO HELP

Our correspondence work was productive of gratifying results. The various clubs throughout the United States were besieged with communications, printed and otherwise, relative to Dallas as the logical place in which to meet in 1912. The co-operation of the wholesale jobbers, large corpora-

The Magnificent Record OF THE Dallas Advertising League

The Dallas Advertising League has organized a State Association of Advertising Clubs and thriving Ad Clubs in the following Texas cities:

**FT. WORTH
HOUSTON
SAN ANTONIO
WACO
WICHITA FALLS
ABILENE
MART**

A resolution signed by St. Louis, Kansas City, Oklahoma City and Ft. Worth clubs, to endorse Dallas for the 1912 Convention, was offered at the Annual Convention of the Southwestern Division of the Associated Advertising Clubs of America, held at Oklahoma City in February, 1911, and was unanimously adopted.

ONE WAY IS TO CREATE BACKING

tions and influential citizens of Dallas was sought and obtained in this work, and thousands of personal letters went East and North to their various connections soliciting influence for our cause. In this way every large business concern distributing its output in the South was appraised of the candidacy of Dallas, and many, very many of them pledged their hearty support. We believe that this feature contributed very largely to our success.

Much has been said and written about the unanimity with which Texas as a whole supported Dallas, and it seems proper that tribute should here be paid to the cities which worked so harmoniously together for a common end. While commercial rivalry exists with us, as it does elsewhere, yet in this instance selfishness was laid aside and the spirit of good fellowship prevailed. Perhaps the fact that Dallas is the parent club in Texas contributed weightily to this hearty co-operation, but regardless of what might have been the controlling influence, the assistance rendered us is most gratefully acknowledged.

Our plans for work at Boston were skeletonized before we left Dallas. A chart was drawn showing each committee with its relation and responsibility to every other committee, and a blue print of this chart was made for every committee chairman. A booklet styled "Dallas at Boston" was printed, showing in detail the personnel of the several committees with blank spaces left after each for adding other names from the state at large. In this booklet was also placed certain rules, regulations and suggestions which had been provided for the guidance of the delegation. Every Texan received a copy of this document but none were made public. It was referred to among ourselves as the Blue Book.

DELEGATION CAREFULLY COACHED

On our way to Boston a general meeting was held and the committee of the whole organized after the Dallas plan already mentioned. As our journey lengthened and occasion offered for consultation, assignments were made, using every member of the Texas delegation of more than one hundred on committee work. Plans were gone over, perfected and studied, so that by the time of our arrival we had every detail well in hand and every Texan knew exactly what was expected of him. We reached Boston thoroughly coached and organized.

Three early decisions are worthy of note. First, it was agreed that

Texas should seek no honors in a personal way and none should be encouraged that might detract from the success of our campaign. Second, that we would antagonize no candidate for presidential preferment. Third, that in seeking the convention for 1912 we would not deride the claims of any rival city. We rigidly adhered to these policies.

Our convention work seemed to astound friend and rival alike, and perhaps a word concerning the executive or inner movements might be of some interest at this time. To every division we assigned one or more committees and required frequent reports with accurate information as to the strength or opposition developed. Where divisions would admit our representatives to their caucuses we presented our claims in concise manner and solicited support. As pledges were made they were recorded and we knew almost from hour to hour what progress we were making. Then, we did another thing and in this pursued a policy new to campaign work. It is regarded as no easy problem to take into a committee's confidence one hundred or more men and keep them informed of the actual progress being made and retain intact this information within friendly ranks.

But this we did at Boston, Against all precedents we frankly placed before our entire delegation each day, at our morning caucus, the exact status of our campaign, discussed our strength, and openly planned among ourselves how we might overcome any obstacles that seemed ahead of us. This confidence in our members seemed to inspire them and not in a single instance did our rivals profit by any knowledge gained from our forces. This, to those who were on the inside, is one of the remarkable features of the campaign.

THE SENSATIONAL FEATURES

Our publicity work in Boston has occasioned much favorable comment. There is an interesting side light to at least one feature of it and we believe it

should have a place in this narrative. Taking into consideration the popular idea entertained abroad with regard to our state being wild, uncivilized and unconventional, with the cowboy and his regalia the chief feature in our activities, we conceived the plan of counteracting this very erroneous notion by representing in a spectacular way the theme of "Texas Old and New."

This is why we took along in our now famous "Alkali Pete" the impersonation of a cowboy and accompanied him with the equally celebrated character, "The Rich Ranchman," these to portray the dim past, while in our traveling bags we tucked away dress suits, silk topped hats and other accessories of conventionalism, carried with us as speakers men of prominence in national affairs and epitomized in emblematical flags our glorious history as a state; these features as an interpretation of a new Texas. Instead of the expected sombrero we wore, as all remember, the soft, white felt shape which so pleasingly distinguished us in our dress.

We utilized our Lone Star State flag as an individual banner, and everywhere we went in Boston wearing a white hat and carrying a Texas flag, we heard the exclamation, "There's Texas." We distributed ripened cotton bolls ("Texas Roses"), gave away historic ("Six Flag" design) mirrors and buttons by the thousands, handed out booklets, pamphlets and printed literature to all who would take it, employed brass bands and paraded as occasion offered, and from the heights of the hotel wherein was our headquarters, in huge electric design, flashed our slogan, "Dallas, 1912," all to impress upon the convention city and upon the convention itself that Texas was in town. We believe we succeeded, for certainly no delegation out-ranked us in the matter of first page newspaper attention. It was Texas, Texas, Texas all the time.

When the hour for balloting arrived we were to a man in our
(Continued on page 67.)



**STREET &
FINNEY**
INCORPORATED
**43-45
WEST 34TH ST
NEW YORK**

November 1, 1911

Mr. J. I. Romer, President,
Printers' Ink Publishing Co.,
No. 12 West 31st St., New York City

Dear Romer:

A representative of one of the big magazines came in here the other day and wanted to know if I had read some circular they had sent out. I said: "No, I never read any circulars," To which he blew up in no ordinary terms. I then said to him the following:

"The advertiser or the agent who has time to read your circulars hasn't any money to spend in your publication."

I think this is more or less of a good sentence, for the fact is that a man who has money enough to spend is a very busy man, and has no time to read a lot of "fried tripe" circulars.

The solicitor then wanted to know how he could reach the advertiser and the advertising agent. I told him to discharge his department for writing advertising "fried tripe," and to make his Advertising Manager quit writing booklets and junk of that sort, and all of them get out and have

personal interviews with the agents and the advertisers, and then, I said, the only kind of printed matter that is going to reach these people is Printers' Ink.

I said that the advertisers and advertising agents all read Printers' Ink, and they read it at a time when they have time to read—at home. They set apart a certain evening every week or steal a certain amount of time somewhere which is devoted to the careful reading of Printers' Ink.

I said they had to do this to keep posted on the drift of advertising affairs.

Then I explained that at this time, when they are in this receptive mood, they read not only the text matter but the advertisements as well. Therefore, if you want to reach agents and advertisers, use Printers' Ink, the same as you recommend the use of your magazine advertising pages to advertise in.

Honestly, Romer, I think it is the most foolish thing in the world for publications to spend barrels of money sending out circulars and printed matter to agents and advertisers. They don't get anywhere. They don't get read, and they not only waste the money but the time of the people who got them up.

Sincerely yours,

Frank Finney

Some Manufacturers Who Tried Out Successfully New England Daily Newspapers

A Hosiery manufacturer began in a modest way in a number of local New England Dailies. His business soon felt the impulse and now a large list of dailies are being used.

A Cigar manufacturer was encouraged to try out a number of local New England Dailies, on small continuous copy, and his business felt its impulse so he is sending out orders for a far larger list. Every paper used on the first campaign was on the last, which goes to show all gave good service.

A Gun manufacturer used a list of New England Dailies, for his Guns and Ammunition, with the result that he has the smile that stays on. He, himself, admits that the dailies helped very much to deliver the goods.

A—Yes, there are others, but these here will do for this time. Suppose you tell us your proposition, or better still, begin now to use New England Dailies.

The Dailies that give the Impulse

Springfield, Mass., Union	New Bedford	Standard and Mercury
New Haven, Ct., Register	Lynn, Mass., Item	
Meriden, Ct., Record	Salem, Mass., News	
Waterbury, Ct., Republican	Portland, Me., Express	
Worcester, Mass., Gazette	Burlington, Vt., Free Press	

places, equipped with information which in its accuracy, as judged by results, has perhaps never been excelled in campaign work, for not only did we have a register of the clubs which would support us, but we had the exact voting strength of each club and a total that showed beyond a question of doubt that we would win on the first call. While this was true, we recognized that something might happen which would change the whole complexion of the ballot and we, therefore, anticipated emergencies and prepared for them. It will be remembered that at least two states were represented by their governors in person, and while we could not have our Texas governor with us, yet we did have his voice, registered on as fine a plate as skill and money could produce.

All during the hours of that afternoon, seated in a commanding position in the gallery above, a coterie of Texans sat with hands in easy reach of a lever that, had an opportune moment ever been given, would have released a speech of invitation that would have been the surprise of the hour. Again, if any stampeding had been undertaken by our rivals we were prepared to start one of our own, using our much-talked-of lariat step, and our line of march had already been carefully planned with the way cleared of all objects that might have hindered our progress. Other contingencies had been prepared against, so that really and truly only a miracle could have defeated us at the last moment. The announced ballot was within two votes of our tabulation, a marvel of accuracy!

WANAMAKER PROPOSES FEDERATION OF MERCHANTS

In New York recently at a luncheon given in his honor, John Wanamaker proposed a federation of 1,000,000 or more merchants in the United States to insure good times and check sensationalism. He put forward a declaration of principles which included lowering tariff, a parcels post, reduction of telegraph and telephone rates, punishment of bribe givers and takers and reducing cost of living.

THE New Haven Register

Is New Haven's Best Paper

More people in New Haven pay two cents every evening for the REGISTER than pay one cent for either of the other one cent papers.

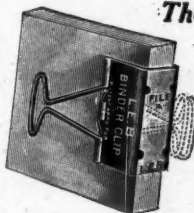
This shows that the REGISTER is a better paper for two cents than either of the others at one cent.

The REGISTER is the best newspaper in New Haven by long odds. It has more news, more features, more advertising, and more readers than any other New Haven paper. REGISTER advertisers feel the impulse.

JULIUS MATHEWS, Representative.

Newest premium

like a loose leaf binder for the busy man's desk. Holds 2 or 200 papers like a 50c pinch binder.



The L. E. B. Binder Clip

How it Works After papers are inserted, arms may be turned down out of the way. When

one arm is turned down and the other up, the upper arm may be used as a hook for hanging.

Two styles, either plain or with space for holding label. Sample and our 50 page catalog of office devices sent postpaid upon receipt of 5c. 50c. per dozen, postpaid.

Every Circulation Manager will find it to his advantage to see a sample of this practical premium. Tear out this ad. before you forget it and send for your sample today.

Special price in quantities.

CUSHMAN & DENISON MFG. CO.
Dept. F., 240-2 W. 23d St., New York City

BABY CONTESTS TO STIMULATE INTEREST

HOW THE BORDEN CONDENSED MILK COMPANY USE THE CONTEST IDEA IN CITIES WHERE TRADE NEEDS BOOSTING—ONE NEWSPAPER CARRIES ALL CONTEST COPY, THE OTHERS GENERAL PUBLICITY

Though the judge in a baby contest is considered fair game for the comic supplement, by which he is advised to wear a diver's suit when on duty, Borden's Condensed Milk Company has been running baby contests with success for some time.

Unlike the ordinary "contest" which is run for the purpose of securing the names of prospects, these Borden contests are run simply as means of piling up good will, and of intensifying the interest in the product for a certain space of time. Each contestant gets a book, but there is no extensive follow-up. Neither are the testimonials which are received in large numbers, made use of, for the Borden Company does not believe in the use of testimonials. They are afraid that it would put them in the class of the patent medicine to use a testimonial, and condensed milk is a food.

The contest is run in cities where special stimulation is needed, one city at a time. One newspaper is chosen to carry all contest copy and to receive all entries, which are sent to the newspaper, not the Borden Company. The other newspapers are used to advertise the product, about which the contest copy has very little to say.

The prizes—which are many in number and high in quality—are all purchased, with the exception of certain silverware, in the city where the contest is held, and are suitably displayed in the window of the store where purchased. A feature of the contest is the arrangement with local photographers to take free pictures of babies of whom no picture is available for entry.

All judging is done from the photographs, by a process of elimination. No attention is paid as to whether the baby is Borden fed or not, but the photograph is sized up for beauty and healthy appearance.

The copy which is used to follow up the preliminary announcement—shown in the reproduction—is imaginative in the extreme, and each ad tells a separate story. In one 375-line ad the stork, on his way to deposit his burden of triplets, meets with

BORDEN'S BABY CONTEST

Beginning Wednesday, November 1st, and Closing December 1st











A Baby Contest will be conducted through the columns of "The Philadelphia Record," in which every mother in Philadelphia and vicinity will be interested. Valuable prizes will be awarded by a committee of prominent Philadelphia Business and Professional men, the judging to be from recent photographs of the little ones and all babies under three years of age can be entered. For those who have not a suitable photograph of baby, arrangements have been made with well-known photographers to take one free of charge. Read below conditions of contest, list of prizes and list of photographers who will take free photographs for the contest.

Age and Healthy Appearance as Well as Beauty Considered in Making Awards

CONDITIONS OF CONTEST

1. All babies under three years of age and of good health may be entered.

2. The contest will be run in Philadelphia and vicinity.

3. The contest will be run in Philadelphia and vicinity.

4. The contest will be run in Philadelphia and vicinity.

5. The contest will be run in Philadelphia and vicinity.

6. The contest will be run in Philadelphia and vicinity.

7. The contest will be run in Philadelphia and vicinity.

8. The contest will be run in Philadelphia and vicinity.

9. The contest will be run in Philadelphia and vicinity.

10. The contest will be run in Philadelphia and vicinity.

PRIZES

For Borden's Baby Contest

1st Prize—One Hundred Dollars to \$100

2nd Prize—One Hundred Dollars to \$100

3rd Prize—One Hundred Dollars to \$100

4th Prize—One Hundred Dollars to \$100

5th Prize—One Hundred Dollars to \$100

6th Prize—One Hundred Dollars to \$100

7th Prize—One Hundred Dollars to \$100

8th Prize—One Hundred Dollars to \$100

9th Prize—One Hundred Dollars to \$100

10th Prize—One Hundred Dollars to \$100

FREE PHOTOS FOR BABY

For those who have not a suitable photograph of baby, arrangements have been made with well-known photographers to take one free of charge.

EVERY BABY IN PHILADELPHIA AND VICINITY MAY BE ENTERED, WHETHER A BORDEN-FED BABY OR NOT

Many of the photographs received of contestants will be published, the selection being made at random, and no photographs will be published by request. NO FREE PHOTOGRAPHS WILL BE RETURNED.

Be Sure Baby Is Entered In This Contest

Photographs Received Will Be Returned Except When Accompanied by Postage



414 Prizes



A SPECIMEN OF BORDEN'S NEW EFFORT

the old owl which he tells about the contest. In another the photographs of the babies on the editor's desk are represented as quarreling among themselves, and so forth. No particular attention is called to the product; that is reserved for the newspapers which do not carry contest copy.

Contests have been run in Boston, Baltimore, Washington, Pittsburgh, Indianapolis, Detroit, Bay City (Mich.), St. Paul, Duluth and all the principal cities of Canada. As an example of the interest aroused by these contests, it may be stated that the entries in Pittsburgh numbered very nearly 8,000, which meant just that many families put into a receptive mood for the message carried by the other newspapers during the month the contest lasted.

HARDWARE COMPANY HAS ITS OWN "COUNTY FAIR"

When it comes to appealing to the farmer the Gilbert Hardware Company, of Dublin, Ga., developed recently a pretty big thing in their territory. They put on a stunt that was nothing more or less than a county fair with all the attractions, etc. They called it the Laurens County Fair and the dates were October 23 to 28. The admission was free and the company not only provided all the buildings and furnished all the prizes but it fed everyone that attended. The Gilbert Company ran big full-page ads in the county newspapers, which is more than many local fairs do.

CONSTITUTION READY MADE

Are there any new ad clubs that are looking after constitutions? The "Model Constitution," as approved by the Associated Advertising Clubs of America at the Boston convention, is out, and gives just the information desired. The constitution thus prepared is also intended for the guidance of established clubs that desire to remodel their present code of laws.

A. N. A. M., CHICAGO, DEC. 7

The Western members of the Association of National Advertising Managers will hold a meeting December 7 at the La Salle Hotel, Chicago. G. H. E. Hawkins, advertising manager, The N. K. Fairbank Company, 7 South Dearborn street, Chicago, is in charge.

The Portland Express

The big paper in Maine's Best City

"We made a great clean up in Portland. It is a fine city and the people will pay for a good thing," said an advertiser a few days ago.

A concern advertising a trade marked coal for domestic use wrote that he would continue to advertise along the same lines. Yesterday he received a 30 ton order which was directly traced to his aid in *Portland Express*.

Another advertiser said: "Our sales more than doubled during the life of our advertisement in your paper." The gross circulation of the *Portland Express* exceeds 19,000, and its net circulation is about three times as large as that of the next nearest Portland paper.

JULIUS MATHEWS, Representative.

Estimating conservatively, 90% of the subscribers to

PHYSICAL CULTURE

read its advertising pages as carefully and with as great interest as the editorial pages.

Every advertisement acquires a prestige in their eyes solely in being there.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

**Quality Circulation
Brings Returns**

Still Another Record

During October, 1911, The Record-Herald contained 2,239 columns of advertising, surpassing the amount printed in any previous October in the history of the paper. In the ten months of 1911 advertising in The Record-Herald shows a

Gain of 1719 Columns

over the corresponding months of 1910, far exceeding the gains of all the other Chicago morning newspapers combined.

These comparisons are made from statements prepared by the Washington Press, an independent audit company.

—THE—
CHICAGO RECORD-HERALD
New York Office,
710 Times Building

Our Salesmen Can Sell Your Goods

By mail—from Maine to California—at satisfactory prices.

We are not "advertisement writers"—but writer salesmen—men who have sold in person and mastered the art of putting our selling talk on paper.

The Writer-Salesman Has Evolved

AND HE IS AT YOUR SERVICE through this organization. What you are selling by male we are selling by mail—frequently at less cost.

Your name and address will bring you details of a unique selling service and also a copy of **KNOWLEDGE**—a journal containing new ideas, new plans and new methods for

Building Up Your Business

Write us today—now!

Business Development Company of America

"An Organization of Writer-Salesmen"

119 Nassau Street :: New York

CANADA'S BIG ADVERTISING CAMPAIGN FOR ADVERTISING

100 DAILY NEWSPAPERS ARE BEING ASKED TO JOIN IN THE EFFORT ON A SCALE UNRIVALLED IN ANY LINE HERETOFORE IN THE DOMINION—20,000 LINES ASKED OF EACH PUBLISHER

A year-long campaign of advertising for advertising is ready for launching in Canada. All the daily newspapers of the Dominion are being invited to place 20,000 lines of space at the disposal of the Canadian Press Association, which is engineering the big effort.

In a nutshell, the campaign will exploit advertising, in its benefits to the producer and to the retailer, as well as the consumer. Especially will the copy explain the advantages to everybody concerned of advertising, without cessation, goods bearing trade-marks.

The campaign will begin with a series of 450-line advertisements to run twice a week during January, March and May. Another series using half a column will run every other day during June and July. A third series will run in August, October, and the first half of November along the lines of the first series.

NEVER LET UP

The argument in the June and July copy will dwell on the fallacy of manufacturer or retailer letting up in his advertising efforts during the hot period. The summer relaxation of advertisers has heretofore been as marked in Canada as in the United States.

A minor but nevertheless important phase of this advertising will be that in the weeklies throughout the year. In this way the smaller retailers and the farmers will be interested. To the farmer will be explained the undoubted advantages in marking his products with a brand that will identify them as his—not only butter, but even his packaged eggs and his stock.

The publishers are asked to furnish the space free. Mats will be supplied by the press as-

sociation to every publisher who will co-operate. Enough publishers have already signified their willingness to help to make certain a strong campaign.

As a matter of fact publishers are being asked to sign contracts. In these contracts special positions are specified for "top of column and alongside reading matter."

The members of the committee on advertising are J. F. MacKay, business manager of the *Toronto Globe*, William Findlay, business manager of the *Ottawa Free Press*, and John M. Imrie, secretary of the association, from whose offices in Toronto the campaign will be conducted.

WASHINGTON AD CLUB ELECTS OFFICERS

The annual meeting of the Washington, D. C., Ad Club was held at the Hotel Fredonia at which officers for the ensuing year were elected as follows: President, Granville M. Hunt; vice-president, C. C. Green; second vice-president, George Ostermayer; secretary, Wm. T. Sherwood; treasurer, Walter McDonnell; board of governors, John E. Shoemaker, J. Harry Cunningham, M. H. B. Hoffman, Leroy W. Herron, Frank Rodgers, Wm. Hartley, F. McC. Smith, R. Edwin Joyce, Chas. W. Timmons, Charles F. Lanman, Jos. A. Berberich, W. C. Worthington, D. J. Kaufman, H. A. C. Fay, Thomas Grant.

A spirited but friendly contest was evident at the election. The outgoing officers, President John E. Shoemaker and Secretary M. H. B. Hoffman, were presented with a very handsome cane and umbrella by Mr. Hunt after a short talk in which the work of the club for the past two years was reviewed.

TWO MUNSEY DAILIES FOR SALE

Frank A. Munsey announces in the *Boston Journal* that two of his newspaper properties are for sale, the *Boston Journal* and the *Philadelphia Evening Times*.

It is stated that his magazine and other interests demand so much of his time that he feels it necessary to turn over to others the future development of these papers. Both will be continued by Mr. Munsey until such time as they are disposed of.

A. N. A. M., CLEVELAND, JAN. 19

The next semi-annual general meeting of the Association of National Advertising Managers will be held at Cleveland, January 19, at the Hollenden Hotel.

A Straw from the broom that swept

Worcester

The reports of a crew who canvassed the city of Worcester, Mass., for a magazine subscription in connection with a newspaper showed that the

Gazette

covered Worcester more completely than any other paper ever covered a city in which the crew worked. The tribute came from a concern whose application for a reciprocal arrangement was denied by the GAZETTE.

If you desire a dealer distribution in Worcester and have your goods move, make your contract with the GAZETTE.

JULIUS MATHEWS, Representative.

Have you the Right Display for your Magazine?

I have men in New York, Chicago, Philadelphia, Boston, Cleveland, Toledo, Detroit, Milwaukee, Kansas City and most of the large Cities.

These men are trained to make the best window display for a magazine and see that it stays up all the time.

Is your Magazine in all News-dealers' Windows? My men will see that it is.

The price for this work is lower than you have paid before.

Full reports will be sent you each month on all Cities.

Display Your Magazine

Write to-day giving name of Cities you would like your magazine pushed, I will quote you.

W. H. DODGE
501 SO. LA SALLE STREET
CHICAGO

THE LIMIT OF UNCON- CERN

WELL-KNOWN ADVERTISER HAS TO GO INTO THE FOURTH DECIMAL TO FIGURE EXTENT OF DEALER ADVERTISING ON SPECIAL PROPOSITION—THE "BIG FIVE" POINTS FOR IDEAL CO-OPERATION

By *W. G. Dennison,*

Adv. Mgr., Rice & Hutchins, Shoe Manufacturers, Boston.

We recently inaugurated a campaign of national publicity in a series of metropolitan dailies, and every retailer on our books in each of the cities was given an opportunity to co-operate with us by placing his ad in the same paper on the same page on the same day.

The suggestion was made to the retailer that he merely state the fact that he carried a stock of the shoes we were advertising that day.

The cost to the retailer for publishing his connection with the publicity we were giving his shoes would have been inconsequential.

And yet, out of 2,640 dealers less than one-tenth of one per cent advertised while their advertisements constituted only sixteen ten-thousandths of one per cent of the 41,825 opportunities presented.

These facts lead to the very natural question, Can the average retailer be made to recognize his opportunities to take advantage of advertising when he sees it and realize on it?

If I were to lay down five rules by the observance of which actual co-operation between the retailer and manufacturer would wholly obtain they would be about like these:

Rule 1. Do unto retailers as you would that they should do unto (manufacturers) you.

Rule 2. Do unto manufacturers as you would that they should do unto (dealers) you.

(Really these two rules, if adhered to, would solve the whole problem of co-operation, but here are three more.)

Rule 3. The manufacturer should employ every means of acquainting the public with the general character and excellence of the commodity he has asked the retailer to stock up with.

Rule 4. The retailer should employ the best means of telling his public that he can supply them with the commodity the manufacturer has given publicity.

Rule 5. The manufacturer, through his selling force, should see that the dealer is supplied with just enough of the commodity to take care of the demand he creates, and not overstock him, thereby creating in the susceptible mind of the retailer a feeling of antagonism toward the goods and their manufacturer.

WINDOW DISPLAYS TO LINK UP WITH BILLBOARDS

FOSTER & KLEISER.

PORTLAND, ORE., NOV. 20, 1911.

Editor of PRINTERS' INK:

We are enclosing you two photographs of a window display advertising Munsingwear underwear. These windows occupy the most advantageous location in the big department store of the Meier & Frank Company, the leading department store of Portland, Ore. They have the advantage of being centrally located; in fact, in the heart of the retail center of the city.



The Meier & Frank Company have not always been enthusiastic about outdoor advertising. About a year ago they began to advertise several of their special lines on the billboards, with exceptionally good results, and their future plans are to have their biggest specialties advertised on the billboards, mostly posters.

We believe a good way of linking poster advertising with window display is to have posters stretched on cloth and set in the back of the window, as well as hung in the respective departments where the goods are handled. This gives the poster a stronger value, in that the people seeing them in the store will recognize them when they see them on the billboards afterwards, thereby making a stronger impression on their minds.

We are doing this whenever the opportunity presents itself and we believe it is helping us a great deal in increasing the value of poster advertising.

The above may be of interest to the readers of your valuable publication and in that event we shall be pleased to have you publish same.

C. E. GREEN,
Promotion Department.

Farm, Stock & Home

Minneapolis, Minn.

wanted to know the business conditions in the Northwest.

It sent out letters to manufacturers, jobbers, bankers and real estate dealers in the *Twin Cities*.

Here is the gist of the replies:

In mercantile and manufacturing lines they show an increased volume of business over a year ago.

From the land dealers comes the message of large land sales for both homes and investment.

Bankers report interest payments being met promptly and country banks in many sections of the Northwest have surplus funds looking for investment.

We have some of these letters in a booklet which we will be glad to send you. A postal brings it.

Farm, Stock & Home

Minneapolis, Minn.

AN ADVERTISING CAMPAIGN FOR OLEOMARGARINE

SWIFT & CO. STARTING WITH FULL PAGES TO OVERCOME A POPULAR MISCONCEPTION — TRADE PRESS TAKES UP THE CUDGELS

The full page advertising for Swift's Premium Oleomargarine in the October magazines, specimen of which is reproduced herewith, attracted a good deal of attention not only from the consumer, but from the trade. This is a campaign which will have a pretty hard row to hoe, because of the fundamental misconception

The Story

Swift's Premium Oleomargarine

Swift's Premium Oleomargarine is a sweet, pure, clean, food product made from rich cream and edible fat. It contains every element of nutrition found in the best human food.

The process of manufacture is primitive in its simplicity, but modern in its cleanliness and purity.

The butter fat in Swift's Premium Oleomargarine is microscopically and chemically the same as in the best butter, the only difference is in the way it is secured from the cow.

Butter fat is obtained by churning. In Swift's Premium Oleomargarine from 1 to 1.5 is obtained in this way, the remainder is pressed from the cream left in Government inspected cans. This pressed fat is called "Clear" hence the name "Oleomargarine."

Each cream, heavy creamery butter, "sterilized," "vegetable oil and dairy fat are the only ingredients of Premium Oleomargarine. "Nuts" is an adjective and meaning is gained from fat fat.

There is no coloring matter added to Premium Oleomargarine, yet it is a satisfying rich cream color.

Swift's Premium Oleomargarine Factories are open to visitors during all working hours. Each week day during the year 1911 there has been an average of more than 1000 visitors through our Chicago Oleomargarine Factory.

In addition to the daily inspection by the visiting public our laboratories are in constant charge of Government inspectors.

These men test the quality and character of materials, they see that the contents of every can of "sterilized" and "vegetable oil" from the Refinery is from animals that have passed the rigid Government inspection. They see that everything about the factories is kept absolutely clean and sanitary.

Read what a Government expert says about Oleomargarine:

Prof. W. O. Atwater, director of the United States Government Agricultural Experiment Station at Washington.

"It contains essentially the same ingredients as natural butter from cow's milk. It is a perfectly wholesome and healthy, and has a high nutritious value."

The above facts are your guarantee of pure, clean, wholesome, nutritious, appetizing food when you buy Swift's Premium Oleomargarine.

Order a can of Swift's Premium Oleomargarine today to try it. You will find that it is a delicious, wholesome food product that you can use in your home and effect a great saving, still maintaining your standard of good living.

We particularly invite you to visit our factories and see for yourself the cleanliness surrounding this interesting industry. If this is not convenient, and you have a desire to learn more regarding the product, we will be glad to send you a book on the subject, a souvenir cookbook and set of attractive post cards. Address:

Swift & Co. Company, Chicago, Ill.

GETTING AT THE ROOT OF PREJUDICE

that oleomargarine is necessarily a substitute for butter, and the first task of the advertising will be to remove that notion. Strange as it may seem, the idea seems more firmly rooted in the minds of the trade than with the consumer.

Of course, it is pretty generally understood that most of the scandal connected with this product has risen from the fact that unscrupulous dealers have sometimes sold colored oleo as butter. This led to the imposition of a tax of

ten cents a pound on the colored article, making it practically necessary to substitute it for butter if it was sold at all. And dealers maintained that there was no market for uncolored oleo, because of its unattractive appearance.

Some time ago an article appeared in PRINTERS' INK dealing with an imaginary campaign for oleomargarine, in which the necessity for educating the public to its advantages was dwelt upon. During the hearing before the Congressional Committee on the Burleson Bill, a carton of Swift's Oleomargarine, was submitted as evidence of the integrity of purpose of a large manufacturer, but no direct attempt to educate the public was made until the inauguration of the present campaign, which is a straight proposition of telling the people the advantages of oleo, and getting them to buy the uncolored article in manufacturer's original packages.

A most interesting sidelight on this campaign is the attitude taken by the trade press with regard to it, which reflects the common opinion which it is the task of the advertising to overcome.

The *Grocery World* epitomized the popular conception, when it criticised editorially the choice of mediums exercised by Swift & Co.:

Advertising oleomargarine to the class of people that read the *Outlook* is a nervy piece of business, it appears to me, for I cannot conceive that any considerable percentage of them can be induced to eat it. Not because they may not be convinced that oleomargarine is fully as honest and reputable a product as the manufacturers claim it is, but because they have no need of a substitute when they can afford to buy the genuine. In my judgment, oleomargarine will never have any place among human foods except as a substitute for butter. A product which will do all that butter will do, and which costs less money. It has no advantages over butter, and therefore has no grounds to make a separate place for itself, except the one point of price. That being so, what appeal has oleomargarine to the person who can afford to buy butter?

The *National Provisioner*, taking exception to this argument, replied, also editorially:

What appeal has oleomargarine to the person who can afford to buy but-

ter?" As a matter of fact, it is "people with money and brains" who are reading up on food questions these days, and who are among the first to recognize that instead of having "no advantages over butter except the one point of price," oleomargarine has comparative merits which entirely outweigh the price question. A wholesome, cleanly, sanitary, government-inspected product must be preferred in these days of food fads and germ theories to a raw, non-inspected, disease-carrying product such as butter may be.

In the copy emphasis is laid upon the fact that the butter fat in oleo and in butter are exactly the same, differing only in the way it is secured from the cow. It is this reasonableness of argument which will win the uphill fight which is surely ahead of this campaign.

A PARAGRAPHER'S DREAM

Here's a new method of advertising that has just been discovered by a writer in the *Chicago Tribune*.

Suddenly the lecturer's voice failed him.

"Gentlemen," he asked, huskily, "does any person in the audience happen to have a box of Blank's throat tablets about him?"

"Yes, sir," instantly responded a tall, thin man, in a suit of faded black, rising and making his way to the platform. "Here you are."

"Thanks," wheezed the orator, taking the box, extracting a tablet and placing it in his mouth. "I carelessly left mine at home."

Half a minute later he resumed his lecture with a voice as clear as a bell.

There is more than one way to bring a thing before the public.

TERRITORIAL DRIFT OF ADVERTISING

Col. William C. Hunter, who has been active in Chicago advertising circles for twenty-six years, was commenting recently upon the remarkable shift of advertising from the East to the West. Fifteen years ago, he said, 16 per cent of the mail-order business came out of the West and 85 per cent out of the East. To-day those figures are reversed. Again, fifteen years ago 80 per cent of the general advertising was coming from the West and 70 per cent from the East. Now, the proportion is about half and half, he says.

ANOTHER MAGAZINE ARREST

Harry H. Reardon, a salesman for the Columbian-Sterling Publishing Company, has been arrested and arraigned before a Brooklyn police magistrate who turned the prisoner over to the Federal authorities. The charge was using the mails to defraud in the sale of Columbian-Sterling stock. Commissioner Shields held him in bail for examination December 1.

A JOLT FOR THE SMALL TOWN AD CLUB

TOLEDO, O., Nov. 15, 1911.

Editor of PRINTERS' INK:

"To whom it may concern:

"This is to certify that Johnny H. Jones is a good little advertising man and should be given employment whenever he asks for it."

This is what we will be carrying about in our inside pockets in a few years, if the suggestions advanced by a writer recently in PRINTERS' INK are carried out. Let's not worry. Mr. Johnson's idea is too Quixotic to receive serious consideration.

I know there is some rotten copy appearing to-day. I know that some of the men who are writing it are considered high class and valuable men by their employers. What would happen if a fussy committee or a local advertising club should decide that the copy was rotten and that the man writing it was not worthy of a license to earn his living as an advertising man? Would his employers discharge him because the committee said so? Certainly.

It is evident that the writer had never seen some of our small town "Advertising Club" members. If he had, he would never have suggested that a local committee pass on the credentials of an advertising man. I do not believe there is a single club in this country that could muster a committee fully qualified to pass on the requirements of an advertising man. The average advertising club is made up of too many who think they are advertising men. Because Smith is spending \$150 a year running a smudgy business card in a local newspaper he is eligible for the advertising club. He is a loud talker about his "advertising appropriation," and is probably an officer of the club. It is more than likely he would be a member of the "credentials committee" with others of his type.

The great trouble in every advertising club is that there are too many "advertising men" and not enough "salesmen-in-print." Because a man runs poor copy in a local newspaper that is no sign he is an advertising man.

I defy any "committee" to draw up the qualifications of an "advertising man."

If I satisfy my company and get results for it, I am a successful "advertising man" for my company. I might be a failure with another company in another line of business.

Doctors and other professional men are required to pass examinations and receive licenses before they are allowed to practice. Why? Because there are hard and fast rules and laws that they must know before they can be turned loose on the public.

What are the hard and fast rules and laws that decide who is an advertising man and who is not? Rather difficult question? Give it up? So do I. Let's try something easier.

FRANK B. HUTCHINSON, JR.,
Advertising Manager, Toledo
Computing Scale Co., Toledo, O.

KEEN INTEREST IN REM- EDY FOR DISHONEST ADVERTISING

PROMPT RESPONSE TO MOVEMENT IN-
AUGURATED BY "PRINTERS' INK"
—GENERALLY COMMENDED AS ONE
OF THE MOST IMPORTANT STEPS
EVER TAKEN IN ADVERTISING

From all quarters of the United States and Canada are coming echoes of the PRINTERS' INK campaign to suppress fraudulent advertising by legal means. Some ad clubs have already started a movement to secure the enactment of the model statute published last week.

The idea that seems particularly to appeal to the advertising world is that the local ad clubs are to control the situation in their respective communities. Different correspondents point out that this means quick action; that under this plan dishonest advertisers will be headed off *before* they have had time to make their "get-away." In such cases as the United States Government has heretofore acted upon, the public has frequently been fleeced of millions of dollars before anything has been done about it.

Under the PRINTERS' INK plan, each local ad club, through its "Grievance Committee," can exercise police power in its own community and bring the fake advertiser to book *before* he has had a chance to do much harm.

President Coleman, of the Associated Advertising Clubs of America gives the movement his official approval in the following characteristically hearty language:

DEAR MR. ROMER:

The movement inaugurated by PRINTERS' INK, seeking to crystallize in the law, practically enforced, the sentiment created among advertising men throughout the country by the Associated Advertising Clubs of America in favor of the suppression of fraudulent and fake advertising is worthy of all commendation. I am sure that the advertising clubs will give it their endorsement and adjust their machinery so as to play the very vital part which the plan assigns to them.

Your enterprise and painstaking care in setting this matter so concretely before the advertising world puts every

honest advertising man under obligation to "The Little Schoolmaster" for planning this next advance step.

GEORGE W. COLEMAN,
President, A. A. C. of A.

A facsimile of the letter received from Mayor Gaynor, of New York City, will be found on another page. Special weight attaches to this endorsement owing to Mayor Gaynor's long experience upon the Supreme Court bench and the fact that he was formerly an Associate Justice of the Appellate Division.

The following letter is from Herbert S. Houston, chairman of the Educational Committee of the national association and vice-president of Doubleday, Page & Co.:

DEAR MR. ROMER:

Fraudulent advertising is a dragon that it is going to take a good many St. Georges to slay; but I am glad that so mighty a St. George as PRINTERS' INK is going to increase the efforts it has put forward for over twenty years and undertake to make them more effective by directing them along legal lines.

Much has been done by publishers toward killing this dragon, and much has been done by the Quoin Club and other organizations; and of course our whole club movement in America is built on the foundation stone of Honest Advertising.

As you will recall, at the Boston convention a resolution was unanimously passed, that I had the honor to present, calling upon Congress to enact such laws as would empower the Postmaster-General to deny the use of the mails to fraudulent get-rich-quick advertisers.

I am strongly of the opinion that with the sword of the law we can come pretty close to finally slaying the dragon—especially with such a leader as PRINTERS' INK.

Yours faithfully,
HERBERT S. HOUSTON.

Credit as the first club to take action along the lines suggested belongs to Minneapolis as shown by the following telegram:

MINNEAPOLIS, Nov. 20, 1911.

JOHN IRVING ROMER,
New York.

Put me down on your police force. This morning had special meetings of Twin City clubs called. Conferred with leading attorney and within the hour have received Governor Eberhardt's promise of signature on any just law for prevention of fraudulent and misleading advertising, although Minnesota advertising is now remarkably clean. We are with you to the last gun.

MAC MARTIN.

(Continued on page 79)

140,492

These figures show the daily
average net cash sales of

The Globe
AND **Commercial Advertiser**. 1912.
NEW YORK'S LARGEST NEWSPAPER.

from September 1, when
we opened our new plant
to November 1

THEY are particularly significant because they indicate the remarkable growth of THE GLOBE since we obtained adequate mechanical facilities to supply the demand for the newspaper. These figures do not represent circulation CLAIMS—they are circulation FACTS.

THE GLOBE, a pioneer in the KNOWN CIRCULATION movement, PROVES its circulation statements periodically by examination of the Association of American Advertisers.

BUT NEW PRESSES ALONE DID NOT GIVE THE GLOBE THIS WONDERFUL GROWTH. Thousands of better-class New Yorkers buy THE GLOBE today who did not know the newspaper three months ago, because it is the most interesting evening newspaper printed in New York. A corps of the ablest reporters and editors in the country see that THE GLOBE'S news columns are clean, bright, thorough and reliable, while a staff of special writers and artists of national reputation are furnishing "department" features unmatched for brilliancy and interest in the history of New York journalism.

THE GLOBE has (as proven repeatedly) the largest high-class evening circulation in New York by many thousands. THE GLOBE counts as circulation ONLY NEWSPAPERS SOLD FOR CASH. Free, waste, returned and office employees' copies are not counted in our figures. These things are appreciated by advertisers, as the steady growth in THE GLOBE'S advertising columns shows.

What Would You Do?

IF you should smash two World Records, and a State Record in one week? If your advertising gains last month should have been greater than any other American Newspaper? If your circulation should increase 40 per cent in 60 days? If your increase in circulation should compel you to double your press equipment?

You'd' Make a Big Fuss About It, Of Course You Would and That's Just What We Are Doing

The Schloss Bros., six-page advertisement in November 12th issue of The Indianapolis Sun was the largest exclusive Clothing Advertisement ever published.

The Marott twelve-page advertisement in November 19th issue of The Indianapolis Sun was the largest exclusive Shoe Advertisement ever published.

The 246 columns of paid advertising published in the Sunday Sun, November 19th, establishes a new record for Indianapolis and Indiana; special editions excluded.

The Sun's Advertising gain for October over same month last year was 170%. Can any other American Newspaper show a similar gain?

The Sun's circulation has shot past the 40,000 mark and is covering the next 10,000 lap at lightning speed.

Advertising Rate 5 Cents per Agate Line Flat
Can You Beat It?

Chicago Office
PAYNE & YOUNG
 747 Marquette Building

New York Office
PAYNE & YOUNG
 30 and 34 West 33d St

Since receiving the above telegram, the following letter from Mr. Mac Martin has come to hand:

I trust that as in 1861 Minnesota was the first state to respond to Lincoln's call for troops, so you will find that at this time the ad men of Minnesota are the first to respond to your call for police.

I have gone over the matter very carefully with an attorney. I have no additions or subtractions or alterations to make.

The St. Paul Town Criers Club already has a fraudulent advertising grievance committee and the Minneapolis Publicity Club Forum will have one before 1 o'clock to-morrow. We have already been assured that this law will be introduced for us on the first day of our next legislature.

The following letter voices the endorsement of one who has been working along this line, although from a different angle:

UNITED STATES DEPARTMENT OF AGRICULTURE.

WASHINGTON, D. C., Nov. 22, 1911

DEAR MR. ROMER:

I thank you very much for your letter of the 20th instant enclosing a pamphlet on "The remedy for dishonest advertising." I have read with interest the proposed statute on page 18. I am trying to get dishonest advertising coupled up with things forbidden by the food and drugs act. In this way a great part of the misrepresentation might be prevented. Under the law as it stands we cannot proceed against false advertising but only against false statements on the label. We should be able to control all kinds of false representations. I am greatly pleased at the interest you have taken in this matter.

Sincerely,

H. M. WILEY,
Chief of Bureau of Chemistry.

Down in Atlanta, Ga., the question of fraudulent advertising has for some weeks been uppermost in the minds of the business community as has been told in the news columns of PRINTERS' INK. The case against a dishonest advertiser was lost on a technicality, chiefly because there was no adequate law. They are now moving to get a law and they know how to enforce it, once they get it. St. Elmo Massengale, at the head of the advertising agency bearing his name and who has great influence throughout Dixie land, says:

MY DEAR MR. ROMER:

I am with you *absolutely* and am proud of our Atlanta boys for having led the fight against "ink fraud" in the South.

PRINTERS' INK under your able guidance has been responsible for many far-reaching reforms in the advertising world, but your "Remedy for dishonest advertising" should do more for the fraternity as a whole than all your former efforts combined.

ST. ELMO MASSENGALE.

Just how publishers of daily papers would regard the plan, and whether they might not view it as directed at their revenues was questioned in some quarters. The following from one of the oldest and most highly respected dailies in the country is typical of many letters received from newspaper publishers:

I have read with keen interest your proposed plan for the elimination of dishonest advertising.

I am in thorough accord with your ideas, and especially so the fact that the advertisers should bear the punishment rather than the publisher. I believe that the publisher should exercise due diligence, but it would be a physical impossibility to investigate all propositions that are offered to a daily newspaper and do it in time to get service in the scheduled dates. Principally because of this condition I believe it would be unfair to the publisher to place the burden on him.

ED. FLICKER,

Bus. Mgr., Cincinnati Enquirer.

Mr. Ridgway, the publisher of *Everybody's Magazine*, is one of the many who express the hearty support of the publishers:

I want to congratulate you and your associates on PRINTERS' INK upon the splendid campaign you have inaugurated for clean advertising. I know of no other medium which could carry on such a campaign with so much significance to advertiser and agent and publisher and so much effect upon them as PRINTERS' INK. The spectacle of a rich and respected publisher running business which he must know takes great chances with the health or pocket-books or morals of his readers, when he doesn't need the business to keep his publication alive, is one of the inexplicable inconsistencies of our business. When such men come out and take a stand against unclean and harmful business, the agents, of course, will not bother with it and the advertiser will have no place to run it. The publishers are the responsible men and the responsibility should be put up to them directly and inescapably. You are doing a brave thing, a splendid thing in tackling this campaign.

God speed you in your great work!

ERMAN J. RIDGWAY.

The Macon, Ga., *Telegraph* heartily concurs in the movement. It states it believes the plan is an excellent one; for the best inter-

est of all concerned. The *Telegraph* believes emphatically that the advertiser and not the publisher should be held responsible for the fake and cites the following example:

This entire section of the country is posted with glaring billboard signs in the interest of Young Buffalo Bill. The word "Young" is put in very small type, and the "Buffalo Bill" part is shown in the same size type and the posters appear just the same as the original and genuine show. This is a palpable fraud to any one who takes the trouble to look closely and see the word "Young" printed above the "Buffalo Bill" line. I am told the courts of England construe this as a fraudulent attempt on the part of the show people and hold them responsible for such sharp practices. They take the position that the English public is defrauded, and that it is not to be countenanced or permitted by the courts, even if the law does not cover the specific case in question.

E. A. Westfall, business manager of the *Globe*, New York, is one of those in the publishing business who voices hearty approval:

The plan which you propose should have the hearty endorsement of every newspaper publisher.

I think that one point which you make is particularly well taken, namely, that the responsibility for fraudulent advertising is the advertiser's, not the publisher's. This is especially true in the case of daily newspapers. Copy is usually given to weeklies and monthlies in ample time to be submitted to some one in authority for acceptance or rejection, but daily newspapers are almost always at a disadvantage. Advertising matter is received by them in most instances for immediate publication and there is no opportunity to pass upon its genuineness. As a rule, the daily newspaper publisher realizes that he is a party to fake advertising only after the copy appears, and the best he can do is to prevent a repetition of the deception practised upon his readers.

I appreciate your writing me regarding this matter and trust that your efforts will meet with the success which they deserve.

Further bearing out the newspaper man's attitude is the following from the president of the Six-Point League, a body of active newspaper representatives, with offices in New York City:

Your idea seems to be the first concrete proposition that has been laid before me to secure definite action against this evil. There have been so many "Aladdin's Lamp" stories of advertising successes that very often a man who is not familiar with advertising as

a business is inclined to believe that naturally the big successes must have come from fooling the people. In sequence we find advertisers every now and then springing up making misleading statements in phraseology and purport with a view of inadvertently misleading buyers.

I am pleased to endorse your proposed plan for legislation on this serious subject most heartily, and feel that the organization of which I am an officer will be glad to further the plan as best we can, thus forming a unit in the strength of the strong right arm fighting for honesty in advertising.

DAN A. CARROLL,
Pres., Six-Point League.

One of the fields in which the cloven hoof is seen most frequently is financial advertising,—the promoting of worthless or grossly misrepresented "securities." D. Arthur Bowman, at the head of the house bearing his name and dealing in government, municipal, railroad and corporation bonds, writes:

Your splendid article in the issue of November 16th *PRINTERS' INK* hit home, so far as our business is concerned.

It is graphic and absolutely to the point. I have had considerable newspaper, practical banking and advertising experience and have been subjected to the agreeable (?) experience of seeing many of my friends and clients misled by irresponsible and dishonest men.

TO REFLECT GROWTH OF PAN- AMA-PACIFIC EXPOSITION

The International Fair, designed to reflect month by month faithfully and graphically the advance work of the Panama-Pacific exposition, has made its appearance and will be continued prior to and during the exposition in 1915. It will consist of twenty-four pages profusely illustrated with illuminated cover in two colors. It is published by the International Fair Publishing Company, Inc.

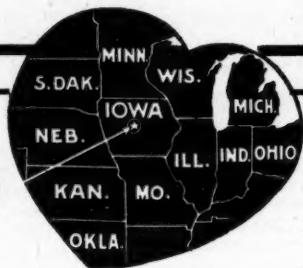
JOINS BUTTERICK-RIDGWAY FORCES

J. F. Bresnahan, for five years manager of the magazine department of the American News Company, has resigned to join the Butterick-Ridgway forces, and will be at the new address December 1.

"Making Advertising Pay" was the subject discussed before the Milwaukee Advertisers' Club at its noonday luncheon, November 15, at the St. Charles Hotel, by J. J. Rockwell, of the McGraw Publishing Company, of New York.

The Representatives Club, of New York, is issuing a little publication weekly to aid the work of the "On-to-Dallas" committee. The folder is called *The Representative*.

SUCCESSFUL FARMING



500,000

Guaranteed

Fill Out This Note and Keep It

It is good for the full amount of your bill for advertising in Successful Farming for any month during the next year, subject to the conditions noted. When you send your order fill in this note. Put it in the safe and any time you think the money is coming to you, come or send to Des Moines and make the investigation.

\$ _____ 191____
ON DEMAND DURING 1911 OR 1912 I PROMISE TO PAY TO
THE ORDER OF _____ DOLLARS

AT THE OFFICE OF SUCCESSFUL FARMING, DES MOINES, IOWA

Value received and subject to the following conditions: 1st. The amount named in this note must be no more or less than the amount paid by the payee of this note or his agent to Successful Farming for advertising in any one month from November, 1911, to October, 1912, inclusive. 2nd. The printing and circulation of 500,000 or more copies of Successful Farming for the month covered by above payment shall be deemed complete satisfaction and payment of this note. 3rd. The payee of this note shall have the right to examine at any time within six months of the appearance of his advertisement in Successful Farming, all books, papers, bills, records, etc., of Successful Farming, that in any way bear on the circulation of Successful Farming. 4th. Refusal on the part of Successful Farming to grant such right or failure to prove on demand a circulation of 500,000 or more for the month covered by this note shall constitute a breach of contract and shall make this note payable on demand.

E. T. Meredith
Publisher

We exceeded the above guarantee by 40,000 in October and are printing 550,000 for November.

SUCCESSFUL FARMING

E. T. MEREDITH, Publisher

DES MOINES, IOWA

DISGUSTING THE FARMER WITH SLIP-SHOD FOLLOW-UP

THE FARMER HAS A WASTE-BASKET
LIKE OTHER FOLKS—ROOM FOR IM-
PROVEMENT IN GASOLINE ENGINE
FIELD—RESPONSE COMES FROM IN-
TELLIGENT METHODS

By W. Lester Taylor,

Of the Cramer-Krassett Adv. Company,
Milwaukee.

Take gasoline engines as an example. We all know that the demand for gasoline engines is increasing rapidly. Where there was one used on a farm ten years ago, to-day there are perhaps a hundred times as many. Suppose that a farmer wants to buy a gasoline engine—or at least thinks he does. He must have some judgment and intelligence if he can merely get interested in such a labor-saving device. He answers several of the advertisements he sees in his favorite farm journal. Along come the answers, and with the answers come the evidence that the farmer is greatly misunderstood by many firms who are trying to sell to him by mail.

The writer has before him now several complete follow-ups sent out by various gasoline engine manufacturers in answer to inquiries. Two or three are good. They are couched in sensible business language with the proposition clearly stated in terms that would appeal to any man who has sense enough to buy and use a gasoline engine. They will undoubtedly show results in the form of sales.

THE RUBBER STAMP SIGNATURE

Far different are several other replies in the lot. One firm comes right out boldly with a something-for-nothing proposition in the first letter, which is written in the first person and evidently by some one who thought the recipient would believe it to be a personally dictated letter. It is signed by the president of the concern—signed with a badly worn rubber stamp and the signature comes above the closing paragraph of the letter. Evidently the work of some two-dollar-a-week office boy who is in

a hurry to get away to the ball game. Letter No. 2 of this series is a fair sample of an imitation typewritten letter, and fortunately the president's rubber stamp signature landed in about the right place. Letter No. 3 would also pass muster.

But letter No. 4 is enough to "queer" any prospect. When the president was dictating this letter he was very much peeved and offended because his dear personal friend, the farmer, for whom he proposed to do so much, had not answered his previous letters. He simply couldn't understand how any friend could be so negligent in answering correspondence. To prove that he, the president, was very sincere, earnest and thoughtful, he closed the letter with a begging appeal for a prompt answer and made the letter look very personal indeed by banging down the same rubber stamp—but alas! the office boy got it upside down this time. And yet some firms wonder why their form letters do not pull.

It is safe to say that the average farmer would waste-basket such letters just about as quickly as any business man would. It is true that the farming class are, on the whole, very prosperous to-day compared with fifteen or twenty years ago. It is also true that better schools and colleges, the rapid development of farm journals, rural free delivery and many other influences have been quietly at work educating the farmer to business methods; hence the necessity of using intelligent methods in influencing his trade.

Common sense must be used even in writing to farmers, and if firms who are catering to rural trade would bear this in mind when writing and sending out form letters, a greater percentage of orders would undoubtedly result.

H. M. Horr is now advertising manager of Huyler's, having severed his connection with The Oakland Chemical Company, manufacturers of Dioxogen.

S. DeWitt Clough, of the Associated Medical Publishers, is editor of the house organ for the Chicago Advertising Association.

THE RUSSIAN MARKET

Jacob E. Conner, American consul at St. Petersburg, addressed about seventy-five manufacturers interested in export trade, November 21, at the offices of the National Association of Manufacturers, New York.

Consul Conner declared that Russia imports from the United States about ten times as much as she exports to this country. Consul Conner further said, in part:

"The situation is made more complicated by the fact that many of these imports cross the frontier of another country on entering Russia, and that many of our firms have European branches in these countries where goods are stored, and thus take on the character of foreign goods, not American, when imported into Russia.

"I am glad to state that during my two years in charge of the St. Petersburg consulate the commercial inquiries addressed to that office have doubled, showing that there is a growing interest in this country in the possibilities of the Russian market. Two things I would like to recommend in conclusion: First, more direct relations between the two countries, no more purchasing of American goods in foreign and intermediate ports, since this makes it possible to place prohibitive prices upon them; and, second, that such goods should not be handled by agents who are at the same time selling competing goods of competing nations."

ESPERANTO AD MEDIUMS

Esperanto has conquered. The president of a large New York business corporation writes to the Office Window: "We are using some Esperanto magazines as advertising mediums, and with better results than from many of the magazines published in English. Scarcely a day passes without our having one or more requests for catalogues and prices, and these not only from the United States, but from Europe." This is the test of "getting there." If Esperanto has succeeded in "putting itself over" as an advertising proposition, its position may be regarded as assured. No one hereafter can say that it is dead.—*New York Evening Mail*.

F. L. COLVER A MAYOR

Frederic L. Colver, for many years active in the periodical publishing field, especially as publisher and advertising director of Frank Leslie's monthly publications, and later in the same capacity on the *American Magazines*, has just been elected mayor of Tenafly, N. J., where he has resided for more than twenty years. Mr. Colver is now the principal owner of the Waters & Colver Company, ship builders and marine machinists, with yards and shops at West New Brighton, Staten Island.

The entire staff of the Joplin (Mo.) *Morning Tribune*, the city's new paper, resigned in a body because they considered the forty-seven stockholders were "too many bosses."

**We have prepared
a signed and sealed
document of information
for every
man who buys
advertising space**

**WILL
YOU DO ME THE FAVOR
OF ASKING FOR YOURS
ON THE COUPON BELOW?**

There is a big movement on foot these days, headed by the biggest buyers of Farm Paper advertising space, to get down to "brass tacks!"

**—Because I believe that
You are one of the men
who want these facts**

I have prepared for You a special document, without any "Blue Sky or Hot Air," which gives some mighty interesting FACTS about the Farm Paper situation. I wish you would clip this coupon and drop it in the next mail!

Thanks—Geo. S.

THE GLEANER

Michigan's Great
Farm Monthly

**DETROIT,
MICH.**

Send me the document:
GEO. M. SLOOUM, "The Gleaner," DETROIT
Title P. O. of
This Coupon proves
that I read
Printers' Ink

A FEW EPITAPHS FROM THE COMMERCIAL GRAVEYARD

FLASHLIGHT STORIES IN RHYME
THAT TELL THE BUSINESS DISEASE
—POETIC TALES OF WHAT MIGHT
HAVE BEEN

By Humphrey M. Bourne,

Advertising Manager, Liquid Veneer
Products, Buffalo, N. Y.

Somewhere there's a vast, gloomy graveyard where the bell never ceases tolling and where new graves are dug with unflinching regularity. It's the place of departed businesses—of concerns that found life too hard or too easy, and whose cause of demise may be put down as over-exertion, cold feet, arterio-sclerosis of the advertising fund, loss of breath, or any other of the natural causes that have carried many a business off.

Keep to the left and read the epitaphs on the first seven tombstones. Number one tells its own story in seven sad words not counting the name:

Here lies Christopher Adolphus Wise,
Who didn't need to advertise.

Picture him in life: The old lad with side whiskers, a quill pen and elastic shoes. The kind gentleman started in for himself after working for others most of his life. Waited for the business to come his way. Had a good article but thought that was all that was necessary. Enough! Sleep on, old top!

Number two:

He started out the world to beat;
But soon succumbed to chilly feet.

A case of failing to keep going just long enough to get over the hill. Didn't realize that the last ten steps of the climb are always harder than the first hundred. Thought that because he couldn't see what was over the hill there was nothing there. This part of the field's so crowded they bury 'em standing up. Sorry y' didn't grit y'r teeth, old chap, and make it.

Number three:

He advertised, did Henry Tupp;
But failed, b'gosh, to follow up.

Thought his advertising would

do it all. Spread himself across double pages, on back covers, colored inserts, fences, barns, and newspapers, yet his trade didn't know him. Never extended a real handshake through the mails. Never let his real partner, the dealer, know what, why, when or how he was going to do. Failed to hitch his dealers to his proposition. Came another concern with an article no better, if as good as his. Besides advertising, they wrote his old trade and got the business. Poor Henry discovered when too late that his trade belonged elsewhere. Thought like the young man who enrolled for a correspondence school course that, having paid his money, he didn't have to do anything else. Good night!

Four:

Tom thought the momentum would carry him through—
So stopped advertising—the wrong thing to do.
It carried him but a small part of the way,
That's why Tommy slumbers so gently to-day.

Made a good start; got going at a fair clip; then decided not to shovel any more coal. Thought the train would run along without further attention. It did—for a little way—then began to slow down, and finally stopped. Slow freight overtook it, passed along on the other track, and made Dividendville.

A bit of a stretch from epitaphs to railroad trains. But it serves. If the business grows, the advertising should grow with it. Halting the appropriation while the business is advancing is the same thing as backing up. It's the story over again of the man who killed the golden-egg goose.

So Tom passed away. Couldn't stand success. In the words of Keen Kutter Taylor, "Pardon these few tears."

Five. The chap who laid it on too thick:

Heave a sigh for poor, dead Dick,
The chap who laid it on too thick.
He shot his bolt in a "dead lamb's
trice."

But, Oh—they laid him out so nice.

Had a good article. Formed a company. Put up a big costly.

THE NEW ORLEANS ITEM

ESTABLISHED 1877

ARTHUR G. NEWMYER,
BUSINESS MANAGER.PAUL A. THOMSON,
ASST. BUSINESS MANAGER.

New Orleans, La., November 21st, 1911.

Just a Suggestion:

Ask your banker who was in New Orleans attending The American Bankers' Association meeting, to tell you what every unbiased and well-informed person in Louisiana and Mississippi knows -- that --

THE NEW ORLEANS ITEM is pre-eminent in its field.

It leads in volume of circulation,
It leads in volume of advertising,
It leads in editorial influence,
It leads in pulling power for advertisers.

THE NEW ORLEANS ITEM.

A. G. Newmyer
Business Manager.

Foreign Representatives,
THE JOHN BUDD COMPANY,
New York - Chicago - St. Louis.

plant. Turned the goods out in two-three order. Did too much advertising for a start. Made a brave showing—but the demand somehow didn't equal the output. So, turned his face to the wall and "struck out."

"Laid it on too thick" will suffice. Everything lovely but the orders. "What we want is orders." A pretty building won't soften the heart of the stern buyer. A flashy office and a board meeting every day won't cause Dealer Bill to hot-foot it to get his order in first. A big plant without any fertilizing trade won't make the business grow. All the money spent to-day won't pay to-morrow's bills. A bang with a sledgehammer won't drive the tack more effectively than a few gentle taps with a tack hammer. So—tread softly.

Six is the concern with a rubber band policy—the concern too good to its trade:

Dear brother, pause as you pass here.
And think of William resting near.
He was so good to all he met,
That he's gone on, and they're here yet.

Couldn't be consistent. Made fair rules but didn't enforce them. If Jones took discount after the discount term had expired, let it go at that. If a customer demanded a certain privilege without giving a good reason, let him have it and so antagonized some really deserving dealer who didn't ask favors. For fear of losing a customer paid shipping charges when terms said f.o.b. this end. Advertised in this man's catalogue but rejected the other man's request—discrimination. Passed certain expense charges for this man; didn't do it for the other chap. In time, even the favored ones lost confidence, and lost confidence seeks re-establishment elsewhere.

Not a case of frigid pedal extremities, but rather of wobbly knees and an infirm lip. Couldn't say "No" at the right time, and died slowly trying to run the business to suit everybody. *Vale, brother, vale!*

Seven. The man who put the screws on:

Kind friend, when Fortune came my way,
I hadn't sense to let her stay.
But as she took up too much floor,
I harshly showed her out the door.

Too much success. Built up a fine money-making trade and then began to pare. Cut down usual discounts. Gave less time for net cash. Raised free freight limit. Loaded up the dealer but did nothing to help him unload. Assumed a dictatorial "You've-got-to-have-the-goods-anyway" attitude. So busy wielding the scepter couldn't see the dealer wielding the club. Sales soon began to drop off—live competitor in the field. Too late to save the day. Gone to the ball game!

And these are but seven of the thousands who dropped out because they couldn't think straight. Though intentions be the best, motives most sincere, or goods the finest, it all goes for naught unless tempered with consistency. A too sudden start and dash is as fatal in the long run as too slow a jog. A policy adopted and not enforced is worse than no policy. "Sufficient unto the day" is no business proverb. The conditions of to-morrow must be anticipated and met to-day. Advertising should start with the business, continue with the business, and grow with the business. Business rules must be as fair in the success of to-morrow as they are in the striving of to-day; yet they must be as rigidly enforced to-morrow as they are to-day.

The successful business is the one that starts consistently, keeps on consistently, is fair consistently, watches itself consistently, takes itself to task consistently, advertises consistently, keeps at it consistently, for keeping everlastingly at it makes it heir to success.

◆◆◆ "FIBRE AND FABRIC" CHANGE

Fibre and Fabric, the New England textile weekly, announces that John N. Cole, of Andover, former speaker of the Massachusetts House of Representatives, through the purchase of a large interest, becomes its publisher. In the reorganization Frederic L. Babcock, the present editor, becomes president of the publishing corporation, with Mr. Cole as treasurer.

HUMBUGS IN THE SHOE BUSINESS

FROM \$20,000,000 TO \$40,000,000
WORTH OF SHOES BEING SOLD
EACH YEAR IN WAYS WHICH
AMOUNT TO A SWINDLE ON THE
PUBLIC — TYPICAL ADVERTISING
FRAUDS

By Walter C. Taylor,
Editor, *Boot and Shoe Recorder.*

One of the greatest abuses in the shoe trade at the present time is the humbug shoe selling done by fake "sample" and cut price stores. As a point of technical shoe trade information, it may be stated that real sample shoes are made in single sizes and width; size 4, width B, in women's; size 7, width C, in men's shoes. Notwithstanding this fact, the humbug shoe stores all over the country advertise complete stocks of "sample" shoes in sizes from 2 to 7 in women's; and 6 to 12 in men's, with every width represented, from A to EE.

Another shoe retailing fraud is the selling at odd prices of cheap side leather shoes stamped \$4.00, \$5.00 or even \$6.00, or perhaps stamped with a false trade-mark, or some name which closely imitates that of a well-known line. For example, the "Hannah" shoe, the "Walk-Ever," etc., these evidently being intended to trade on the reputations of the "Hanan" and the "Walkover" shoes and to benefit from their advertising.

PRICES MADE TO ORDER

It is estimated that from \$20,000,000 to \$40,000,000 worth of shoes are sold every year in this country by such stores at prices which are in effect a swindle upon the public. For example, shoes will be advertised at "\$2.69, regular \$6.00 shoes," when, as a matter of fact, the shoe is a cheap affair wholesaling at about \$1.60 to \$1.75, a shoe which any reputable dealer would sell, and is selling, at \$2.50, or even less. One of these fake stores in Boston is said to have a full outfit of stamps in its basement. They can take any pair from the array of junk and jobs and put on any price



"How come it dat Deacon John-sing allus sing 'Heben is ma home' when they begin to pass the hat?"
"Jes to show he's out of the jurisdiction of that hat."

Some advertisers seem to make their list of advertising mediums just to show that they are out of the jurisdiction of the farmer.

How can the farmer know that you wish to sell him your goods if you do not put your advertising in the mediums he habitually reads? It is all very well to advertise in newspapers and magazines to reach newspaper readers and magazine readers, but if you wish to reach the farmer, advertise in a farm medium, and if you wish to reach the best farmers, advertise in the best farm medium—

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

stamp or trade-mark stamp while you wait!

The operations of these stores do not stop with this. They go so far as to include the wrapping up of a cheap pair of 75c. "sneakers," for example, instead of the \$2.69 shoes which the suburban customer has bought, and the resolute facing down of that customer when he comes back indignantly, with united averment of the entire staff that they never saw him before and they never had that pair of sneakers in the house. Any compunction or stirrings of pity lest some honestly meritorious person be punished should not stand in the way of sending these shoe frauds to jail.

One important point with regard to the whole matter is the difficulty in enforcing the laws. This is very graphically pointed out in the article by Mr. Nims. The great trouble is, if any reputable shoe dealer undertakes single handed to prosecute one of these frauds, he is a little in the position of the man who objects to the presence of a skunk in his woodshed and adopts peremptory methods of ejection. He may possibly get rid of the skunk; but he will be sad and sorry for a long time afterward!

The least attempt at interference with the game of these frauds is met by an explosion of their mud batteries, and a piercing howl to the effect that they are "being persecuted because they have reduced unrighteous and outrageous prices of the trust shoe dealers," etc. Enough people believe their lies to make them a clientele of considerable proportions.

POLICE WORK AND EDUCATION NEEDED

The best relief, and the most efficient, will be for an association of merchants, either of shoe dealers alone, or a general merchants' association, to take up these cases anonymously, to hire regular detectives, to secure ample evidence, and to take every precaution to have a clear case so that the legal brand of condemnation may be affixed without question. Then let the firm that is branded as a fraud

be shown up as a fraud. *There is nothing like a court record as a basis for any such accusation.*

Along with any such work let there be an education of the public which will lead the consumer to realize that his best interests are always served by the reputable store. Barnum's remark that "the American people love to be humbugged" was only a satirical joke of his. He did not mean it. His show was the best the world had ever seen, so far as his own operations were concerned; and nobody was humbugged who went there. The main point, however, that I am getting at is this: that people will NOT deliberately go and buy goods from a swindler, if they are convinced in advance that he is a swindler.

THE GROCERS' PROFITS

An open letter has been addressed to President Taft by the *Interstate Grocer*, of St. Louis, protesting against the speech of Dr. Wiley, chief of the Bureau of Chemistry of the Department of Agriculture, in which he was reported to have advocated the elimination of the "middleman" and the formation of unions by the consumers to "fight the common enemy, the middleman, as the only practical relief for the high cost of living."

The letter urges the President to take steps, after full investigation, to forbid Dr. Wiley to assail the "retail grocer" in a wanton way, goes into the minute details of the grocery business and quotes figures to show what a "disastrous effect upon the financial interests of the country the elimination of the retail grocer would have."

It is stated in the letter: "Not more than 10 per centum of the retailers of groceries and meats make more than a bare living, despite Dr. Wiley's assertion of exorbitant profits. About 75 per cent of the remaining 90 per centum are forced out of business every year or two after their savings of years have been absorbed in hoping against hope that they will eventually be able to win out, while the other 15 per centum are able to struggle along indefinitely, but eventually they, too, must submit to the inevitable."

"Sugar, butter, eggs and flour constitute one-third of a grocer's sales, and they are sold at a loss of 7½ to 10 per centum. Admittedly, the middleman will make more than 20 per centum on some items, but the law of averages throughout the store will bring the gross profit down to that figure or less, and the net from 2½ downward to minus."

C. G. Howell, of Chicago, is the new business manager of the Acorn Brass Manufacturing Company, of Aurora, Ill.

COMMON LAW AND SHERMAN
ACT

WASHINGTON, D. C., Nov. 15, 1911.

Editor of PRINTERS' INK:

Apropos of the article "The Sherman Act and Price Maintenance," in PRINTERS' INK of November 2, every new decision of the courts tends to fortify the position I took in PRINTERS' INK long ago: namely, that the Sherman Act is neither more nor less than an extension to the Federal jurisprudence of the centuries-old doctrine of the English common law, that every combination in restraint of the free play of the market is contrary to public policy and void.

A great majority of our states have the common law by adoption and do not need any Sherman Act. But the Supreme Court long ago held that the common law was not embodied in the Federal jurisprudence as it was in that of the states, and could only prevail so far as it should be adopted or re-enacted by Congress.

The Sherman Act, as it stands on the statute book, is the work of Senator Edmunds, of Vermont, a great lawyer, who knew the common law, and who knew exactly what the "Sherman" Act would mean when the courts had a fair chance at it, as they have lately had.

The merit of the common law is that it sustains in every instance the free operation of fair competition in the open market, and until Congress is ready to abandon the principle of competition in behalf of state regulation (i. e., socialism) there will be no amendment of the Sherman Act, unless in the direction of sharpening the remedies or penalties.

The reason that President Taft opposes any amendment of the Sherman Act is that he, too, knows that the Act, as it stands, is an effective reproduction of the common law, and sufficient now to preserve wholesome competition in trade.

CHAS. F. BENJAMIN.

COMMON LAW SYSTEM AS APPLIED TO THE TRADE-MARK

A recent decision of the United States Circuit Court of Appeals is illustrative of one of the difficulties that grow out of our common law system of trade-mark property, in that the rights of a trade-mark owner, even though he may have registered his mark in the Patent Office and may suppose that his title thereto is invulnerable, are nevertheless liable to be cut off by proof of prior use thereof by some other party.

The mark in litigation, the word "Princess" for shirtwaists, was registered in the Patent Office by the complainant in 1907, but it was shown in the testimony that there had been an extensive use of the trade-mark in connection with the same goods since a time prior to the date of use claimed by the complainants, and prior to any date which they were able to show by persuasive evidence. The Court said that by reason of such common use prior to 1901 the registration of the complainant was of no effect.

NEW ERA TRI-CAR.

MEANS INCREASED BUSINESS—
SERVICE—INCOME

The insistence of the public on prompt and quick deliveries of goods has created a great demand for the New Era Tri-Car.

In almost every line of business, large and small, the New Era has demonstrated its true value as a reliable and economical delivery car.

The New Era is easy to take care of and to operate.

It not only has the advantage of low initial cost and low operating expense, but does not require an expert mechanic to run.

Actual experiences show the average daily up-keep to be less than 25 cents a day.

Is this not a great saving over your present form of delivery service?

Consider the new business the Tri-Car will bring you—

The quick, satisfactory deliveries you can give your customers—

And the increased income—

No other form of delivery car combines all these vital qualities for so reasonable a cost.

For the New Era Tri-Car is light and sturdy, powerful and speedy, reliable and economical.

Surely the possibilities of the New Era in your business justifies you in using the coupon.

It will bring you literature which will prove of invaluable service to you in planning your deliveries.

THE NEW ERA AUTO-CYCLE COMPANY
31 Dale Avenue DAYTON, OHIOTHE NEW ERA AUTO-CYCLE CO.
31 Dale Avenue, Dayton, Ohio

Send me your literature.

Name
Business
Street
City State

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Gen. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5205 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4310.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, Nov. 30, 1911

Who Is the "Producer"?

A great deal is being said about the woes of "the producer"; of how he gets the short end of the bargain; of how the commission man, the jobber and the retailer get the lion's share of the price of almost everything produced. It is true that in some instances the middlemen get too large a share of the price that the consumer pays; and it is right that the consumer should protest against this. All unnecessary handling and expense between the producer and the consumer should be cut out; it has been cut out in many different lines; and every one who has looked carefully into the effect of modern advertising knows that advertising tends to shorten the line between the producer and consumer and to cut out unnecessary middleman's expense.

But don't make the mistake of thinking that all middlemen's profits are unnecessary expenses. The

commission man, the jobber, and the retailer are often just as important as the producer. For example, it is impractical for most farmers to take their produce to market and attend personally to the selling of it. And though farmers may form an association and attempt to handle their own selling work, they must hire storage places, bookkeepers, salesmen and delivery men. That is a distribution expense that must be met in one way or the other.

The time was when a man raised his own wheat, carried it to the mill, had it ground, paid his toll and carried his flour home. But this method is no longer practicable for the masses of the people. Wheat must, by modern distribution methods, be bought up and brought together in large quantities. When it is made into flour, the wheels of modern distribution are again put into motion to distribute this flour to the various jobbers and retailers from whom the consumer can conveniently buy. And so closely are flour profits figured that it has been asserted that large flour manufacturers actually make only five cents a barrel net profit.

After all no one is actually a "producer." Nature is the only producer. Who produces the wheat? Not the farmer. He sows it, cultivates it, and harvests it, but is no more the producer of bread than the man who hauls the grain to market, than the railroad company that transports the carload of wheat, than the millman who grinds the wheat into flour, than the salesman who markets the flour, or than the baker who finally makes the flour into bread.

Who is the producer of coal? Is the man who digs it any more a producer than the man who hauls it or the man who markets it?

In a broad sense, every man who aids in placing a product in the hands of the consumer at a fair price for his labor is a producer. When a thing is advertised, so that the consumer knows what he wants and demands it of his dealer, trade channels are

straightened out, marketing methods are simplified, unnecessary expense is cut out, and the consumer gets his goods at the lowest price possible under modern distribution methods. It is good logic, and that the public understands it better than formerly is shown not only by the increased sales of advertised goods but also that we have less whining from non-advertisers who claim to be able to save the consumer the cost of all that extravagant advertising.

PRINTERS' INK says:

The man who offers something "just as good" is a substitutor. When he offers something "better" he's a progressive merchant.

Vagabonds of Publicity

It's hard to jolly the dealer, who is the keeper of the gate. That much was evident to anyone who read even casually the two articles in recent issues of PRINTERS' INK, by retailers who gave their frank impressions of the dealer literature that came in the mail.

The folder or form letter or pamphlet which asked the dealer for his "co-operation," as a polite way of requesting him to do all the work, was told to "move on" like any other wayfarer that asks everything and gives nothing.

A reading of these articles makes it clear that the average dealer puts a mail ad from the manufacturer in a stage setting. He instinctively sees it in relation to all the other promotion efforts made by that advertiser. If it has few of these "relations," into the waste basket it is fairly sure to go. If, however, it is a piece woven into an effective scheme of publicity, it gets attention, and interested attention. To the honest extent that he is able, the dealer surveys the probable effectiveness of all the sales work and withholds or extends his help accordingly.

It seems to be a mistake to think that the average dealer is an Indian who delightedly tomahawks every little appeal for co-operation that comes wandering

along through the merchandising woods.

The suspicion raises its head that not a few advertisers give far less thought to the preparation of the dealer ad than to the ad in the newspaper or magazine. Moreover, one wonders how much effort the advertising manager makes to find out just what reception his message to the dealer received. It will be remembered that Mr. Farrington, in his article last week, instanced one appeal from a manufacturer which the latter had unprofitably made six years before.

And why, in the face of growing complaints, doesn't some advertising association consider the feasibility of standardizing in size, or series of sizes, the oceans of matter that rush in upon the toiling dealer? Mr. Byrnes, in his article in the issue of November 9, complained of the ill assorted sizes, which forbade his filing them for reference, even if he wanted to.

Two dealers don't indicate the unanimous dealer sentiment of the country any more than two swallows make a summer. But a successful campaign is made up of hints profitably acted on.

PRINTERS' INK says:

It is one of the sad facts of history that the fellow who can run the business better than the boss seldom gets a chance.

A Hint for the Discouraged

A live topic of discussion in political circles just now, is the rather striking gains made by the Socialist party in the recent elections. For a number of years the Socialist emblem on the ballot was considered as the heading of the joke column, and the man who placed his cross beneath it was considered to have thrown his vote away. But times have changed, and the Socialists are beginning to elect somebody to something.

Why? Simply because the Socialist party has had a programme—a policy—a purpose—

and has advertised it consistently where it would do the most good. The campaign has been years long—years in which there were no results worth mentioning, but the party did not stop on that account with the wail that “advertising is no good in *our* business.” Its competitors were strong, and divided the entire market between themselves. There was even a powerful prejudice against the goods offered—a prejudice which went to the very foundation of things.

But the advertising did not stop; the appropriation was not cut down, but rather increased, year by year. Through the dull-est of dull times, the Socialist party has gone on advertising by every means obtainable, and it looks as though it was about to break into the market and become a competitor to be reckoned with.

The advertiser who is suffering from lack of confidence is recommended to a contemplation of the Socialist party.

PRINTERS' INK says:

A “title” is no reliable index of value. A South American Republic offered to exchange a captured “general” for one can of condensed milk.

Staking Out Advertising Claims

“What are your methods of competition?” queried an interviewer recently of a famous manufacturer.

“I have none,” the latter replied, smiling. “I am the *mark* of competition.”

It was true. His house entered the field many years ago and has always put the limit of old-fashioned goodness into its product. So it falls out that competitors have found it established when they have come along later armed with latter day intensive sales methods.

Twenty or forty years from today other manufacturers will, in like manner, be found to be the marks of competition in the South and in Canada. They will be

worrying little at the manœuvring of competitors who came late—that is, after the market had become more “inviting,” because of a greater density of population. They will feel comfortably secure, because in 1911 or 1912 they had looked over these two great areas, had seen them gathering headway, and had far-sightedly staked out their claims.

In another column of this issue is described the campaign of advertising for advertising which the Canadian Press Association is planning. It will be the biggest advertising event that has ever taken place in the Dominion. Since the rejection of reciprocity, Canadians have realized more than ever that they must decide their own destiny. They are analyzing the situation, and this is what the American manufacturer may see through their eyes: 300,000 American farmers, immigrated from the West to British Columbia, Alberta and Saskatchewan, with an average of \$5,000 a family; a paternal government which encourages development of potentially good land by making a very low rate on irrigation; a marked growth in some of the leading cities—in Toronto of nine per cent larger even than the growth of Chicago in the same period. It is a great nation in the making.

Manufacturers who some day would be entrenched in that greater market-to-be should “do their planting early.”

The cities of the South are doubling their population before the very eyes of Northern manufacturers. The agricultural South is coming into its own, what with regained confidence and better methods of land development.

PRINTERS' INK of 1940 will have many an interesting story of advertisers who entered those territories in time to stake out competition-proof claims.

PRINTERS' INK says:

Our idea of the proper length for an ad is that it be long enough to reach from the goods to the consumer.

An Invitation to Advertising Men

ANNUAL BANQUET
OF THE
REPRESENTATIVES CLUB
OF NEW YORK

WILL BE COMBINED WITH
MINSTREL AND VAUDEVILLE SHOW
TO BE GIVEN AT THE
HOTEL ASTOR
FRIDAY EVENING, DECEMBER 15th.

All arrangements are complete to make it the biggest affair of the kind ever given by an advertising club in New York.

Immediately following the banquet there will be one and one-half hour of sane, clean, and enjoyable merriment, during which you will have the pleasure of hearing your dearest friends and enemies (possibly yourself) put on a red hot griddle.

There will be fifty men contributing to this entertainment, among them some really good artists, possessing genuine vaudeville ability.

We wish it were possible to invite the entire advertising fraternity to be our guests. This, however, is too great a luxury for even the Representatives Club, but we hope to have you with us just the same.

We want every man who ever placed, read or saw an advertisement, or has a friend who has, to give himself the treat of his life. We promise you a royal good time, a good banquet and a good show.

Remember, we really want you to be with us on December 15th. You will find yourself among friends.

Tickets, including banquet and entertainment, are \$5.00 and can be had by addressing any member of the Financial Committee, as follows:

David D. Lee, Flatiron Bldg., City.
W. C. McMillan, Butterick Pub. Co., Butterick Bldg., City.
W. A. Patterson, Curtis Pub. Co., 1 Madison Ave., City.
F. E. Morrison, National Post Co., 29 East 22nd St., City.
S. E. Leith, Associated Farm Papers, 200 5th Ave., City.

Seats in balcony boxes will be sold for *LADIES ONLY* at \$1.00 each. *We have only 321 to sell.*

TURNING OFFICE CORRESPONDENCE INTO SALES LETTERS

OFFICE FORCE MUST BE TRAINED TO SENSE THE SELLING APPEAL—HOW EVEN THE STENOGRAPHERS MAY DO THEIR PART—FROM ADDRESS TO THE CLEVELAND AD CLUB

By Sherwin Cody.

The mail-order business has shown the possibilities of getting results by letter, and because there was a test which we could see clearly in the actual money the letters brought back, we have been able to develop the nucleus of a science of "using words so as to make people do things," of "handling human nature by written salesmanship" that applies to all lines of business.

Remarkable things can be done by letter if we only know how to go about doing them, fields of business can be opened up that in the past have been entirely closed, and the cost of getting some varieties can be wonderfully reduced.

Unfortunately, this new development of business enterprise through letters requires a trained office force, and in the past the office force has been merely the cheapest sort of a mechanism for taking care of the business brought in by the advertising men and the outside salesmen. The office force was not expected to have any part in making sales, its members were not paid enough to make the field attractive to live men, and the girls employed as stenographers were not thought capable of doing anything more than take down mechanically what was dictated to them. Such is the case even to-day.

MAKING STENOGRAPHERS INTO CORRESPONDENTS

But I am convinced that with proper education—systematic practical education on the customer and what will influence him—it is perfectly possible to turn stenographers into really strong letter writers, so that every letter that goes out of a business office can be in the same class as the spe-

cial follow-up sales letters prepared by the advertising man.

First of all, you need a system so as to relieve that constantly tremendous pressure to get out the letters that will take care of the business that must be taken care of to-day. Because of that pressure we send out letters of very low standard simply for the reason that we cannot take the time to make them better. I admit that you cannot rewrite half your letters because they are not up to the standard when business is waiting to be cared for; but you can take an extra carbon copy of each letter and criticise it and revise it at leisure so that you may do better the next day.

Stenographers may be encouraged to make suggestions on punctuation and grammar to their superiors, and the dictators may be encouraged to show the stenographers what are the strong paragraphs and sentences, and how they may file these in a proper book and some time, when they have learned something about the principles of the business, they can weave those best sentences and paragraphs into strong sales letters that the dictator will recognize as his own best work and be glad to sign. When the stenographer can write two-thirds of the letters—the less important portion—then the dictator will have time to make his important third the very best he is capable of preparing.

Business men like to leave education to paid teachers who will assume all the responsibility. Unfortunately, the paid teachers in many of our public commercial schools do not understand even the kind of language required in business. In the French we may have an example of a thoroughly scientific language developed strictly according to principles laid down by the Academy; but the English language is a purely natural growth, like a tree in the forest. There are many knots and crooked branches in it (some of them we call idioms), but we would not have a strictly logical language any more than we would have a forest of strictly sym-

metrical trees. What is more, the language of to-day is not the language of yesterday. As the tree grows a little every year, so does the language. New words come in, new expressions, new ways of marshalling phrases. When the words are new they are very likely to be called slang or colloquialisms.

THE ENGLISH LANGUAGE AND BUSINESS

I would be the last person to tolerate for one moment any useless word or phrase, or any word tainted even slightly with vulgarity; but I know that business letters can not be written effectively in the literary language of fifty or one hundred years ago as we find it in our books of literary art. We must "get down to brass tacks," as Woodrow Wilson said to the Business Men's League in Chicago, and talk to business men in our letters in the language of to-day. The translation of my book on business letter writing into French this last summer has shown me how impossible it is to express effectively in classical English many business ideas that have grown up during the past ten years. The new words needed to express those ideas have grown up with the ideas; to-morrow they will be in the dictionary and all will recognize them as good. But we cannot wait till then. We must use the language of to-day as it grows from year to year.

Now, how can we business men educate our office force so as to make them an effective sales agency?

We educate our customers successfully even against their wills by the follow-up letter method; and I know from several thousand successful trials that the follow-up advertising letter method of educating office employees, telling them in stimulating personal letters just what they ought to do; right where they are in their offices and upon the pile of letters lying before them on their desks, will, inside of six months successfully transform not 5 per cent but 95 per cent of correspondents and stenographers and make them capable of getting from 10

per cent to 150 per cent more business from their letters than they ever got before. By its own style of education the business world can train its own people, if it only will, and put the office force on a par with the advertising department, and the outside sales department.

The time has come when this ought to be done in every line of business throughout the country.

BURYING THE "HAMMER"

Every little city has a knocker of its own, to paraphrase the paraphrase of the Vancouver Ad Club, but the club thinks it has got rid of him out in that province by laying him and his hammer to rest and celebrating the event by a funeral feast. He may not stay completely laid, but a gentle hint has been tactfully given.

In such fashion the Ad Club, which was organized only on October 23, made its first bow to the public on November 9. "Ours is not a boosters' association in the ordinary sense of the term," said Dr. Elliott S. Rowe, the presiding officer, "but rather an association representing Vancouver's Organized Optimism." F. G. T. Lucas read a humorous description of the demise and the last will and testament of "Mr. Knocker."

Perhaps the most important publicity suggestion was made by J. J. Miller, who recommended that the potato exhibit that had won first prize in New York, but a few days ago, be broken up and boxes sent to the King, Premier Asquith, Premier Borden, President Taft and other famous and prominent statesmen and financiers. This will be done.

NEW YORK AD LEAGUE TO DISCUSS REMEDY FOR DISHONEST ADVERTISING

The December dinner and meeting of the Advertising Men's League of New York City will be held at the Aldine Club, December 7, commencing at 6:30 p. m. The subject will be, "The Remedy for Dishonest Advertising," and the following are to be the speakers and their individual topics: Herbert S. Houston, vice-president, Doubleday, Page & Co., "Dishonest Advertising—Its Effects," H. D. Nims, lawyer and author of "Nims on Unfair Business Competition," "Dishonest Advertising—Its Legal Status," Richard W. Lawrence, president, Autopiano Company, and vice-president, Printers' Ink Publishing Company, "Dishonest Advertising—Its Remedy."

Fellowship Report: Dr. Edw. K. Strong will make a report of his work of the past month. He spends his whole time in investigation and research at Columbia University.

Frank Seaman, the well-known New York advertising agent, while returning on the Rotterdam from a trip abroad, fell and broke one of his ankles.

LETTING YOUR COMPETITOR IN AT THE FINISH

BEATING A COMPETITOR IN BRAND QUALITY BUT NEGLECTING ELEMENTARY SALES POLICIES—GARROTT'S CHOCOLATES CIRCUMSPECTLY DEVELOP DEMAND

By Mac Martin,

MacMartin Advertising Company, Minneapolis.

There is a certain manufacturer in the Northwest, who for two years studied and perfected a product to beat a certain well-advertised and well-distributed brand.

He is an honest manufacturer and he has put the very best of his life's efforts into this product.

While he was experimenting he was saving his money, for he knew it was going to take a great deal of money to put that product on the market. Finally the day came when he found the formula. He had beaten his competitor in the product. His friends tried it, liked it and came for more. Soon after, the day came when he had the money also. Then he was ready.

The first thing he did was to hire the best sales manager in this country for that product.

The next thing he did was to call in an advertising agent, establish his credit and say, "Go ahead."

"All right," said the agent, "but you need a name for this good product."

"I already have a name. Go ahead."

"Yes," persisted the agent, "but it's a name of five words. Can't you make it shorter? Then you want a package, too."

ART FOR AESTHETIC PEOPLE

"I have a package and a very pretty label, also," said the manufacturer. "I've attended to all those things. I'm hiring you to advertise this product and not to superintend my purchasing department."

"I know," said the agent, patiently, "but this is a very dainty article which sells to people of æsthetic taste, and if the

original and unique package of artistic design could be introduced it would help wonderfully in our advertising among such people.

"This is an article which has the element of sampling in it. I would suggest that you either prepare a small sample package for free distribution, or establish a ten-cent sample."

"I've attended to that, too," with a knowing smile. "Here is my sample package, and I'm going to give them all this free. They ought to be in the habit of using it before they get through with this, don't you think? That is the way I am going to catch them."

The agent said he thought he saw; it might be a very clever plan, but he had always understood that samples were intended to whet the appetite rather than to satisfy hunger.

"What I want of you," continued the manufacturer impatiently, "is to make the name of this product a national household word in the shortest possible time. My sales manager will take care of the demonstrations and the sales. I want you to work with him and just as fast as he gets into new territory I want you to jump in with your advertising. I know that I am not going to get my money back the first thing, but I am willing to back the product. And just the minute we get enough distribution in the big towns you start the national magazine guns. I guess we'll make these big fellows sit up and take notice."

HOW THE "BIG FELLOW" TOOK NOTICE

These are the words that the advertising agent heard ringing in his ear as he went back to Minneapolis to prepare the copy.

He did his best; the sales manager did his best. And the great big national competitor sat up and took notice. As he had a practical monopoly it was his business to take notice.

He commenced immediately to take local advertising in the territory of the newcomer, which he

had never done before. This pleased the manufacturer more than it discouraged him. It was his ambition partly realized. The "competitor was taking notice."

I won't prolong the story.

The money gave out. The product, but I have heard in a number of places that the competitor enjoyed a very satisfactory increased demand from people of sensitive tastes, who on inquiring for the new brand were informed that the dealer was "just out" but had the old reliable.

HERE'S A SIMPLER STORY

Another picture has nothing to do with ambitions, long names, national guns or sitting up and taking notice.

It's a much simpler story. It's a story of the way a young man by hard work earned his own bread and butter, and to his surprise, a little of the best jam. It is a story of an advertising man, an expert printer of advertising literature, who became a manufacturer. He had for years been arguing that the best printing is the cheapest and quite contrary to the common custom, when he went into business for himself he took his own medicine.

This man's wife had an original recipe for home-made chocolate creams. They were the best chocolate creams his friends had ever tasted and he was urged to put the product on the market.

This man, like most successful business men, started with no money—just brains and hard work.

The first thing he did was to choose a name. That didn't take any money. He chose the most natural name in the world—the name that was to stand behind the product. He called it Garrott's Chocolates.

The next thing he did was to commence sampling. He gave each of his friends one and said: "Just let this slowly dissolve on your tongue and see if it doesn't make you think of heaven."

The next thing he did was to design a carton. He could have bought cartons, beautiful candy cartons of the standard shapes and

designs, from any boxmaker at low cost. But he didn't do that. He called in a designer, ransacked the paper houses of the world and worked for months until he had a box which seemed to him to be best suited to carry his superior product. The result differed from any other candy box on the market.

Then he started out to get a dealer and make a window display of his candy and boxes. For this display he needed a poster.

His designer quoted him a price of fifty dollars for the one design and said he would take it out in music lessons. The window display sold Garrott's Chocolates, but he was not content. He had a sample box made just like the original, but containing only two pieces of this dainty product and sent a box to each of twenty-five names supplied by the dealer.

SUCCESS FORM SMALL BEGINNING

Orders began to come in and pretty soon he had so many window trims in the Twin Cities that he began to do street-car advertising. The cards were printed in four colors and gold.

People in Duluth, Fargo and Faribault heard of Garrott's and wrote in their orders. It was not long before the little kitchen factory was outgrown and he now has a very satisfactory distribution throughout the entire Northwest. He tells me he is using exactly the same method of sampling that he originally commenced and even the first poster design is still working for him.

I asked him when he expected to turn on the national advertising guns. His answer was very much to the point. "Not until I have sufficient distribution to minimize waste circulation; and then only when I have what seems to be the finest candy advertisement ever prepared."

"300! B-4-1-1" is the slogan adopted by the Seattle Ad Club which is out for 300 members before January 1. At the November 7 noonday meeting the speaker was H. B. Hussey, recently returned from a trip through Alaska, in an interesting talk on conditions in that country.

VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR NOVEMBER

(Exclusive of Publishers' Own Advertising)

MONTHLIES

	Agate Lines.
Southern Planter	23,744
Successful Farming	14,209
The Gleaner	10,851
National Farmer and Stockgrower	8,716
Farmer's Magazine	7,616

SEMI-MONTHLIES

Nov. 1-14.

Dakota Farmer	18,473
Farm and Fireside	16,810
Farm, Stock and Home	14,840
Prairie Farmer	11,954
Farm and Home	9,338
Up-to-Date Farming	8,092
Oklahoma Farm Journal	6,909

Nov. 15-30.

Dakota Farmer	15,313
Farm, Stock and Home	14,196
Prairie Farmer	13,821
Farm and Fireside	10,063
Up-to-Date Farming	8,866
Farm and Home	6,755
Oklahoma Farm Journal	6,568

VOLUME OF ADVERTISING IN LEADING FARM WEEKLIES FOR OCTOBER

(Exclusive of Publishers' Own Advertising)

Oct. 1-7.

Breeder's Gazette	21,567
Iowa Homestead	17,938
Farmer's Mail and Breeze	14,384
Kansas Farmer	12,348
Farmers Guide	12,110
Orange Judd Farmer	11,820
Wisconsin Agriculturist	11,466
Ohio Farmer	10,528
American Agriculturist	9,549
Farmer and Stockman	9,425
Nebraska Farmer	9,173
Michigan Farmer	9,023
Kansas Weekly Capital	9,004
Indiana Farmer	8,820
New England Homestead	8,708
Progressive Farmer	8,662
Farmer's Review	8,206
Country Gentleman	7,179
Wisconsin Farmer	6,388
Northwest Farmstead	6,352
Journal of Agriculture	4,188

Oct. 8-14.

Breeder's Gazette	22,932
Iowa Homestead	19,750
Farmer's Mail and Breeze	15,913
Kansas Farmer	13,916
Nebraska Farmer	10,584
Orange Judd Farmer	10,359
Ohio Farmer	10,290
Farmer's Guide	9,720
Farmer and Stockman	9,625
Michigan Farmer	9,009
Indiana Farmer	8,673
American Agriculturist	8,307

	Agate Lines.
Wisconsin Agriculturist	7,751
Progressive Farmer	7,699
Kansas Weekly Capital	7,391
Country Gentleman	7,075
Wisconsin Farmer	7,019
New England Homestead	6,599
Northwest Farmstead	6,072
Farmer's Review	5,126
Journal of Agriculture	3,300

Oct. 15-21.

Breeder's Gazette	23,523
Iowa Homestead	20,337
Farmer's Guide	14,154
Farmers Mail & Breeze	16,346
Kansas Farmer	12,398
Nebraska Farmer	10,951
Farmer and Stockman	9,668
Indiana Farmer	9,612
Orange Judd Farmer	9,201
Wisconsin Agriculturist	9,143
Ohio Farmer	8,600
American Agriculturist	8,531
Michigan Farmer	8,316
New England Homestead	7,732
Progressive Farmer	7,026
Country Gentleman	6,555
Wisconsin Farmer	6,450
Farmer's Review	6,189
Northwest Farmstead	5,327
Kansas Weekly Capital	4,646
Journal of Agriculture	3,935

Oct. 22-28.

Breeder's Gazette	20,566
Iowa Homestead	17,938
Farmer's Mail and Breeze	13,491
Kansas Farmer	10,534
Farmer & Stockman	9,100
Ohio Farmer	9,016
Progressive Farmer	8,677
American Agriculturist	8,033
Farmer's Guide	7,798
Orange Judd Farmer	7,755
Nebraska Farmer	7,533
Wisconsin Agriculturist	7,369
Michigan Farmer	7,352
Wisconsin Farmer	7,043
New England Homestead	6,873
Indiana Farmer	6,310
Country Gentleman	6,062
Kansas City Capital	4,707
Northwest Farmstead	4,651
Farmer's Review	4,049
Journal of Agriculture	2,780

TOTALS FOR OCTOBER

Breeder's Gazette	88,583
Iowa Homestead	76,013
Farmer's Mail and Breeze	57,434
Kansas Farmer	49,346
Farmer's Guide	43,792
Orange Judd Farmer	39,133
Ohio Farmer	38,434
Nebraska Farmer	38,346
Farmer and Stockman	37,818
Wisconsin Agriculturist	35,729
American Agriculturist	34,420
Michigan Farmer	33,600
Indiana Farmer	33,314
Progressive Farmer	31,764
New England Homestead	29,463
Wisconsin Farmer	26,892
Country Gentleman	26,371
Kansas Weekly Capital	25,648
Farmer's Review	23,569
Northwest Farmstead	22,282
Journal of Agriculture	14,103

McCANN TO START AGENCY

The H. K. McCann Company has been incorporated in New York to do a general advertising business by H. K. McCann, the advertising manager of the Standard Oil Company, and two members of his staff, J. P. Hallman and H. W. St. Hill.

The breaking up of the old company into separate companies naturally means the breaking up of the advertising department. It has been considered that the companies would try in some way to retain the experience of the department, and it may now be assumed that the different accounts will go to the new agency, if it is permissible.

This question and all of the other questions in respect to the companies which would be most certain to interest the advertising public, the distribution of trade-marks, for example, the extent to which all of the affairs of the companies shall be distinct, the effect on the national advertising of the new plans, etc., are still receiving the attention of the officers and legal department of the company.

It is understood that the new agency will begin business about the first of the new year, and that it will have several accounts besides whatever former Standard Oil accounts the courts will permit it to take over.

Established 1883

Atoz Printing Company

South Whitley, Indiana



Large Editions Exclusively
Facilities Unsurpassed for Printing
Booklets and General Advertising
Literature for National Distribution

1847 ROGERS BROS.



**X S
TRIPLE**

**VINTAGE
PATTERN**

"Silver Plate that Wears"

The famous trade mark
1847 ROGERS BROS. guarantees
 the *heaviest* triple plate.

Catalogue "P"
 shows all designs

MERIDEN BRITANNIA CO.
 (Incorporated Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



The Little Schoolmaster's Classroom

The Schoolmaster confesses to a profound interest in the concise salesmanship courses that so many large concerns are now using to instruct their new salesmen. It was predicted in this department recently that in coming years it might fall to the lot of the advertising manager in every large concern employing a number of salesmen to prepare such instruction for the salesmen. Recently there has come to hand a specimen of the selling information prepared by a leading university for the Gas Association and which the outside men of the various gas companies are evidently studying. And now there has come to the Schoolmaster's attention a concise course in insurance salesmanship covering the following topics: Analysis of a Premium; Dividends—Participating and Non-Participating; Policy Contracts in Life Insurance; Art of Procuring Prospects; Art of Approaching Prospects; Art of Presenting a Proposition; Art of Delivering Policies; Science of Credit as Applied to Initial Premiums; Personality; Argument; Time and Work; Life Insurance as a Profession.

These tabloid courses are not exactly new things, for a number of concerns seem to have been using them for years; but the idea is coming to the front lately as it never did before. The Schoolmaster was telling an acquaintance that he thought this selling-instruction work would be one of the big things of the future, and this acquaintance said: "That was W——'s scheme when he went to the ——— Automobile Company not long ago, and they received him with open arms and made a big job for him.

* * * *

A big New York men's goods advertiser made an interesting announcement about two years ago. He declared that he believed

that special offerings and comparative-price argument had been overdone, and he announced that thereafter his advertising would tell, not about \$25 suits for \$22.50, but about the best suit that could be produced for \$25. And he kept consistently to that policy. The Schoolmaster asked this advertiser the other day how he felt about that policy after two years' experience with it. In answer, the advertiser sends a report of an interview, in which he said: "Our business in October, 1911, in all of our stores was very much larger and infinitely more satisfactory than it was in 1909, and within this period we have opened a new store, and that new store has done more business in October than any of the other four. We are convinced that copy persistently run in the daily papers, that states a fact clearly and convincingly—that is quickly read—that has no circus attachment to it—that is truthful—builds a business quicker than any other plan of advertising."

One of the most far-seeing of the New York advertising men says that he believes ten years from now the special sale will be a thing of the past with all good stores. The special-price idea has been a great one; it has brought its thousands, its millions. Will it, like the word Free, be gradually forced to take a back-seat in advertising practice?

"What then, will be the best practice ten years from now?" asked some one of this New York advertising man. He smiled and said: "That is one of the things I wish I knew; if I did know it, I'd adopt the style now and be ten years ahead."

* * * *

You don't see him often; his tribe doesn't increase rapidly; but it is a great satisfaction to

do business with him. He is just a pleasing, conscientious hat salesman. He gets your preliminary ideas so nicely and then when you are almost inclined to take a hat that is a little wrong he says: "I'd rather see you take this hat; that's just a little big for you." And his remarks are not merely part of a superficial concern that he puts on for sales effect; he is genuine and his ideas on hatology are sound. He makes us wish we had to buy a hat every month.

* * * *

That is a good scheme that several manufacturers of home-savings banks are working. A great many people have been preached to about opening a savings account but fall just short of action. These bank-manufacturers come along and make an arrangement with a good bank and a local newspaper that wants a circulation scheme, to give away thousands of banks through the newspaper. The newspaper is supposed to be doing the benevolent act—giving away a free home-savings bank and a check for fifty cents to every one who applies at the office. The bank is mentioned merely as the place where the checks are to be deposited. The check is good only in case the holder brings it to the bank with fifty cents of his own money and lets the dollar remain one year.

There is a rush for the banks, and while in some cities the plan has not worked as well as it might, it has been a big success in others. The newspaper turns over to the bank a complete list of the names and addresses of those who received banks, so that those who do not come in to open an account within a reasonable time can be solicited by the bank.

Nothing like a new idea!

* * * *

Much has been said about the psychology of advertising. But now there comes a letter to the editor of a prominent magazine in which a plea is made for a system of *counter-suggestion* to

Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,
170 Broadway, New York

The Fact

that the Southern Planter of Richmond, Va., carries regularly more advertising per issue than any other farm paper, means just this:

The keenest space buyers in the country know where to get their money's worth.

Advice

Independently of constructive work, we offer advisory service in all problems of advertising and selling. Extended experience backs our advice, criticisms and suggestions. Write us.

The Hall-Taylor Co.

11 Marquette Building
Milwaukee



Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **141,048**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

advertising. The writer of the letter says:

"May I suggest that you could render a very large service to the community by securing from Mr. Bruce, or the psychologists exploited by him, a usable method of anti-suggestion through which the multitudes who are not really fools or incapables might be prevented from acting on the skillfully worded suggestions of the already too capable advertisers? It is of vastly more importance to the people at large to know how to resist than how to advertise.

"In certain quarters attention is just at present directed to the methods by which people with minor, imaginary, or suggested ailments are separated from their money and in many instances seriously injured in health because of the already too expert psychology of advertising practiced by the makers and venders of patent medicines. But the business prospers notwithstanding, and will continue to do so until the victims not merely gain in common sense but acquire the art of counter-suggestion. Cannot the practical-minded among the psychologists give us some Stout Suggestions for Sick Souls to offset the effects of Pale Pills for Plain People?

"It is not merely the makers of nostrums or of package foods, however, that need to be guarded against. In almost every department of business the psychology of suggestion is practiced to the detriment of the public. I do not, of course, mean to decry advertising, but to point out the existence of a real public need. It would no doubt help matters very much if it should be made unlawful to publish claims which are manifestly false or misleading; and there seems to be some hope that we shall one day reach that advanced stage of civilization. In the meantime let us have the psychology of anti-advertising, with an occasional congress for the conservation of common sense."

* * * *

The bank that he served had

just bought a pretentious series of syndicate advertisements for use in daily newspapers, and he was showing the copy to the Schoolmaster. "What do you think of it?" he asked.

Well, the Schoolmaster believes that syndicate advertising is sometimes a big improvement over what it replaces, but a business with an individuality needs individual advertising. Every good bank, though it may buy about the same kind of securities, do about as safe a business as other banks, pay the same interest on savings accounts, offer about the same accommodations, nevertheless has just as much individuality as a person; it is different from every other bank in its city; and the best advertising for that bank ought to interpret that individuality to the public. In order to prepare such advertising the writer of it must know considerable about the community and about the bank; he really ought to be on the inside of the bank a part of the time at least. The most clever writer cannot sit in New York or Chicago and day after day interpret to the local community the individuality of a bank in Toledo or Wilkes-Barre that he hasn't learned well. He can write many good advertisements about the importance of starting a savings account, using a safe deposit vault, etc., but in most cities this kind of advertising—which really helps all of the banks—has been done extensively, and what a progressive bank needs more is the individual, interpreting kind of advertising.

◆◆◆ CLEVELAND CLUB HAS INNOVATION IN COPY MEETING

"Copy" is a word that is close to all of us. We may not all be in the magazines, the newspapers or trade journals, but we are all "copy" men. We write it, or illustrate it, or judge it, or print it, or pay for the space it occupies, and we want to know more about it. That idea prompted the Cleveland Club to have a purely "copy" meeting, illustrated by stereopticon, and it was a tremendous success. Each man told the story of a certain piece of copy—how he got his idea, how he put it in words, in print, where he used it, and what results it produced. Each piece of copy was shown on the stereopticon screen.—*Ad Crafter, Detroit.*

Classified Advertisements

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies THE Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER CO., Chicago, Ill., Corr.

Advertising in Egypt SOCIÉTÉ ANONYME EGYPTIENNE DE PUBLICITÉ of CAIRO (Egypt)

Exclusive contractors for advertising in most of the periodicals of Egypt.

UNIVERSAL PUBLICITY CO.
Monolith Bldg New York City
Sole Representatives for the United States

ADVERTISING ARTISTS

DRAWINGS

FOR ADVERTISERS. Pictures, Fashions, Booklet Covers, etc. Designs for newspaper and magazine advertisements. Engraving, ad writing. Leading publishers and advertisers use our work extensively. We're out of the high price zone. Tell us your needs. **THE ART AND COPY SHOP, 28 Central Place, West Orange, New Jersey.**

ADVERTISING MEDIA

THE APARTMENT HOUSE reaches owners, architects, builders, managers. Interests them, too! Get rate card. 440 S. Dearborn, Chicago.

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 160,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ADVERTISING SERVICE

We can give proper attention to the advertising of a few more customers, either to take charge of the whole or to do any part, as circumstances dictate. **THE BERKELEY PRESS, Advertising Service, 127 Federal St., Boston.**

AD WRITERS

THE WRITING, designing, printing and distributing of circular letters, catalogs, folders, booklets, car cards and advertising matter of every description. Best work at lowest prices. **BUME & BAREMORE, 129 West 125th Street, New York.**

WHO WANTS MY SERVICES FREE? Have such confidence in my ability to turn out "Good Stuff," will get up Sales Plans, Booklets, Business Letters and Magazine Layouts with the understanding you pay only if my ideas are accepted. No fee unless I prove my worth. **"FENN," 5417 Christian St., Philadelphia, Pa.**

BILLPOSTING

8¢ Posts R.I.
Listed and Guaranteed Showing, Good Locations
Neatly individual boards. Write for open dates
Standard Adv. Agency..... Providence R.I....

BUSINESS OPPORTUNITIES

BUSINESS LETTERS, ever decorous, seldom dull. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

TO CLOSE AN ESTATE

the equipment and good will of a well established advertising agency will be sold to the highest bidder. For particulars address "ADMINISTRATOR," Box 347, Buffalo, N. Y.

MAIL DEALERS—Write for our 25 Big Propositions. All new. No competition. Make 95 cents profit on every dollar order. A few leaders sent free! Complete outfit 10c. Mail Dealers Wholesale House, 443 Franklin Building, Chicago, Ill.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS,** Coin Card Department, 60 Murray St., New York, N. Y.

FOR SALE

FOR SALE—MODEL B ADDRESSOGRAPH. Perfectly good as new. Liberal discount. Address "J. E. B.," Box 1006, Peoria, Ill.

HELP WANTED

Wanted—Salesman to take

charge of department of large printing concern dealing with publishers. Must have knowledge of magazine circulation methods and the mail order end of subscription getting. The right man will receive a salary in proportion to his ability and can earn as much as his own efforts will warrant. Address Box 1642, care of Printers' Ink.

Established Southern Agency

desires competent copy man with agency experience. Must have original ideas, industrious, preferably art talent, but certainly capacity for making layouts. Must be broadminded—not merely a "copy grinder." If you feel you can fill the bill and are willing to get down to hard work helping to develop a difficult field, but which is rapidly falling into line, and which presents wonderful opportunity, write us, giving references and past experience. Box 1166, care of Printers' Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.,** 12 W. 31st St., New York City.

POSITIONS WANTED

POSITION WANTED for a live wire advertising man. See the ad of "HUSTLER," Box 400, on page 54.

POSITION by first-class two-third in composing room or office of agency. Can write copy; good on layouts. Particulars in letter. **ERNEST E. GARRISON,** Croton-on-Hudson, N. Y.

ADVERTISING writer, young man (22), writes bright, snappy copy, wishes position as assistant in good concern or with agency; just finished course; low salary to start. "WRITER," care of Printers' Ink.

Magazine Circulation Manager

A producer wants opening by Jan. 1st. Commission basis preferable to salary. Address "PERIODICAL," care of Printers' Ink.

CAN YOU USE the services of an ambitious young man in your advertising office as clerk or solicitor? College graduate and student of advertising. Salary, a secondary consideration. Address "C. D.," care of Printers' Ink.

ADVERTISING AGENCY. Engraving man, 12 years' experience, wants to make connection with agency, advertiser or publisher. Understands all engraving processes; capable managing department on profitable basis. References. "RESULTS," care of Printers' Ink.

Premium Department Manager

Expert buyer and distributor of premiums would organize and take charge of Premium Department for large manufacturing concern or newspaper. Box 999, care of Printers' Ink.

Circulation Manager

seeks change. Now, and seven years with daily and Sunday paper in large Metropolitan city. Expert on premiums, and original methods for getting and holding circulation. Member International Circulation Managers Association. Address "ENTHUSIAST," care of Printers' Ink.

WANTED—POSITION FOR STENOGRAPHER

Advertising experience, competent, level-headed, capable of talking intelligently to business people and of being amiably useful. Excellent references. **FAITHFUL,** care of **PRINTERS' INK.**

Great Britain, Europe, British Colonies

Twenty years' buying, selling advertising experience, in these markets. Want agency or position with good firm. Leaving shortly.

"ALBION," care of Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. 'Phone 4383 Gramercy, 46 W. 24th St., New York.

\$5,011.23

returned owner in recent fiscal year by central west daily newspaper. City of 20,000. Owner represents that but \$1,000 of the profit represents his salary, as above: all he did for the property was to write the editorials. Price \$33,000; \$17,000 cash, balance deferred. Proposition B X. **C. M. PALMER,** Newspaper Broker, 277 Broadway, New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 22,410. Best advertising medium in Alabama.
Montgomery, *Advertiser*, net average Feb., 1911, 16,510 dy.; 22,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,832.

CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.
Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873.
New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,763, 5c.
New London, *Day*, ev'g. Av.'10, 6,892. 1st 6 mos. '11, 7,096; double all other local papers combin'd.
New Haven, *Union*. Largest paid circ. Av. 1st 6 mos. '11, 18,043 daily. Paper non-returnable.
Newark, *Evening Hour*. Average circulation 1910, 3,837. Carries half page of wants.
Waterbury, *Republican*. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—28,326 (©©).

FLORIDA

Jacksonville, *Metropolis*, Dy. '10, 13,701; Dec., '10, 14,409. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,667, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

For The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. Average year 1910, 6,154.
Joliet, *Herald*, evening and Sunday morning. Aver. year ending June 30, 1911, 8,230.
Peoria, *Evening Star*. Circulation for 1910, 21,143.

INDIANA

South Bend, *Tribune*. Sworn average Sept., 1911, 12,890. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1910, 9,404. "All paid in advance."
Des Moines, *Register & Leader* (av.'10), 35,643.
Evening *Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.
Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,436.
Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people.
Waterloo, *Evening Courier*, 53rd year; Av. dy. Jan. 1-July 1, '11, 7,998. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. Average 1910, 6,919.
"When you advertise in *Lexington Herald*, you cover Central Kentucky."
Louisville, *Courier-Journal*. Average 1910, daily, 22,204. Sunday, 46,249.
Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,219. Largest and best cir. in Cent. Me.
Bangor, *Commercial*. Average for 1910, daily 19,109.
Portland, *Evening Express*. Average for 1910, daily 16,938. Sunday *Telegram*, 11,245.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1910, 32,406. For Oct. 1911, 34,198.
The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.





Boston, Globe. Average circulation. Daily (2 cents a copy). 1910, 183,720—Dec. av., 188,643.

Sunday

1910, 331,878—Dec. av., 330,717.
Advertising Totals: 1910, 7,923,108 lines
Gain, 1910, 886,831 lines

3,394,103 more lines than any other Boston paper published.
Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



Boston, Daily Post. Greatest Oct. of the *Boston Post*. Circulation averages: *Daily Post*, 369,413, gain of 26,695 copies per day over Oct., 1910. *Sunday Post*, 303,631, gain of 28,576 copies per Sunday over Oct., 1910.

Lawrence, Telegram, evening, 1910 av. 8,543. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1908, 16,396; 1909, 16,639; 1910, 16,868. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, Evening News. Actual daily average for 1910, 18,793.

Worcester, Gazette, evening. Av. Jan. to June, '11, 18,880. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,720; Sunday 11,619. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 22,118.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1910, 103,290.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, Journal, Daily and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348. In 1910 average Sunday circulation, 80,685. Daily average circulation for October, 1911, evening only, 78,338. Average Sunday circulation for Oct., 1911, 82,398. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



CIRCULATION



Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 81,360. Average circulation of Sunday *Tribune* for same period, 81,513.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1910, 135,109.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly 140,321 for year ending Dec. 31, 1910.

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1910, 141,048.

NEW JERSEY

Camden, Daily Courier, covers Southern N. J. 9,486 average—Oct., 1910, to September, 1911.

Camden, Post-Telegram. 9,433 sworn average for 1910. Camden's oldest and best daily.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. 10—'07, 20,378; '08, 21,336; '09, 19,063; '10, 19,338; 1st quarter, '11, 20,128.

NEW YORK

Albany, Evening Journal. Daily average for 1910, 17,769. It's the leading paper.



The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, 60,003.

Buffalo, Courier, morn. Ave., '10 Sunday, 84,787, daily, 46,284; *Enquirer*, evening, 32,378.

Buffalo, Evening News. Daily average for 1908, 94,633; 1909, 94,397; 1910, 94,232.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1910, 6,104.

NEW YORK CITY

The Globe Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 109,333. For June, 1911, 116,998.

New York, The World. Actual av. 1910, Morning, 643,108. Evening, 411,320. Sunday, 467,464.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1910, 19,346. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average 6 mos. 1911, 13,629. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Troy, Record. Av. circulation 1910, (A. M., 6,103; P. M., 17,687) 22,790. Only paper in city which has permitted A. A. A. examination, and made public thereport



The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "WantAd" medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATING **THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Oct., '11, amounted to 260,553 lines. The number of individual advertisements published was 38,575. Rates: 1 cent Ink Pub. Co. a word, cash with the order;—



or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



THE Minneapolis Journal, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Utica, *National Electrical Contractor*, mo. Average for 1910, 2,623.

OHIO

Bucyrus, *Evening Telegraph*. Daily average for 1910 1,733. *Journal*, weekly, 976.
Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1910: Daily, 87,129; Sunday, 114,044.
For Oct., 1911, 89,704 daily; Sunday, 116,447.
Youngstown, *Vindicator*. D'y av., '10, 10,698; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoma*. Ave. October, 1911, daily, 39,043; Sunday, 44,043.

PENNSYLVANIA

Erie, *Times*, daily. 21,978 average, Oct., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Johnstown, *Tribune*. Average for 12 mos. 1910, 12,323. Mar., 1911, 14,383. Only evening paper in Johnstown.

Philadelphia. The *Press* (©©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1911, 84,101; the Sunday *Press*, 176,003.

Washington, *Reporter and Observer*, circulation average 1910, 12,396; May, '11, 12,661.

West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1910, 10,828. In its 37th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; best medium of anthracite field for advertising purposes.
York, *Dispatch and Daily*. Average for 1910, 18,767.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 9 mos. ending Apr. 30, '11, 20,023—sworn.

Providence, *Daily Journal*. Average for 1910, 22,788 (©©). Sunday, 30,771 (©©). *Evening Bulletin*, 48,523 average 1910.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1910, 5,423.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1910, 6,480.

TEXAS

El Paso, *Herald*, year 1910, 11,351. Only El Paso paper examined by A. A.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1910, 5,423. Examined by A. A. A.
Montpelier, *Argus*, d'y., av. 1910, 3,215. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, *The Bee*. Aver. Sept., 1911, 5,122, Oct., '11, 6,144. Largest circ. Only eve. paper.

WASHINGTON

Tacoma, *Ledger*. Average year 1910, daily, 18,967 Sunday, 27,248.

Tacoma, *News*. Average for year 1910, 19,213.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average Sept., 1911, 3,931. Established over 40 years ago.
Janesville, *Gazette*. Daily average, October, 1911, daily 5,665; semi-weekly, 1,643.
Madison, *State Journal*, daily. Actual average for April, 1911, 7,147.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for first six months of 1911, 44,000. Average daily gain over first six months of '10, 3,823. Average daily circulation for June, 1911, 45,438 copies. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas. H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.). Daily Av. circ. for 12 mos., 66,211. Daily circ. for month of Oct., '11, 67,303. Daily gain over Oct., 1910, 2,419. Goes to over 60% of Milwaukee homes. Over double paid city circ. of any other Milwaukee newspaper. *Journal* leads in both Classified and Display advertising. Rate 7c. per line flat. C. D. Bertollet, Mgr. Foreign, 1101-10 Boyce Bldg., Chicago; J. F. Antisdal, 366 Fifth Ave., N. Y. City.

Racine, *Daily Journal*. Oct., 1911, circulation, 6,648. Statement filed with A. A. A.



Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1910, 61,357. Larger circulation in Wisconsin than any other paper. Adv. \$4.30 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1910, daily, 46,181; daily Sept., 1911, 67,970; weekly 1910, 20,444; Sept., 1911, 20,490.
Winnipeg, *Der Nordwesten*, Canada's National German weekly. Av. 1910, 18,484. Rates 55c. la.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1910, 3,133.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for Sept., 1911, 105,177. Largest in Canada.

Montreal, *La Patrie*. Ave. Sept. & Oct., 48,479 daily; 86,777 Sat. Highest quality circulation.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 88,326. (OO.)

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Island Printer, Chicago (OO). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1820. The only gold mark daily in Boston. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO

Engineering News (OO). Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Oct., 1911, sworn net average, Daily, 86,101; Sunday, 178,003.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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Shakespeare Up-to-Date

"It is a good divine that follows his own instruction. I could easier teach twenty what were good to be done, than be one of the twenty to follow mine own teaching."—Portia, Act I, Sc: II, Merchant of Venice.

How many modern advertising men with excellent reasons why "the other fellow" should advertise, keep the merits of their own service or publication cooped up under cover?

If your paper is a good medium for advertisers—if your agency service can benefit advertisers—come out with facts!

Your proposition is not "Pandora's Box"! Let the details out—it will *help* you and others.

**\$50
Per
Page**

Printers' Ink
will place your story before the men whose signatures count.

The Globe
TORONTO

By Results They Shall Be Known

More and more mediums must stand or fall
by the results they produce.

The Globe
TORONTO

has been pre-eminent in the Canadian field
for two-thirds of a century as a result pro-
ducer. Its pre-eminence was never more
unquestioned than to-day.

Toronto as a city, and Canada as a country
offer the U. S. advertiser a field unrivalled in
America.

Write for 40-page booklet (with map) giv-
ing details of circulation.

The Globe
TORONTO, CANADA

The Globe
TORONTO